

Facebook Videos

How to Create Engaging Facebook Videos

Videos are becoming increasingly popular on social media. That's why you need to know the tips and tricks that will boost your engagement. In this tutorial, we will cover the following topics:

- How to use videos on social media.
- How videos can increase your engagement.
- Finding the ideal type and length of a video.
- Examples of successful videos.
- Tools to create videos.
- How to create a Facebook Video Views campaign.

Why Facebook Videos

There are many reasons to spend more time on the creation of Facebook videos:

- Videos are more appealing to mobile users and have higher engagement rates.
- Over 75% of internet traffic is video.
- Facebook favors videos in our news feeds, which means that your brand can reach more people!

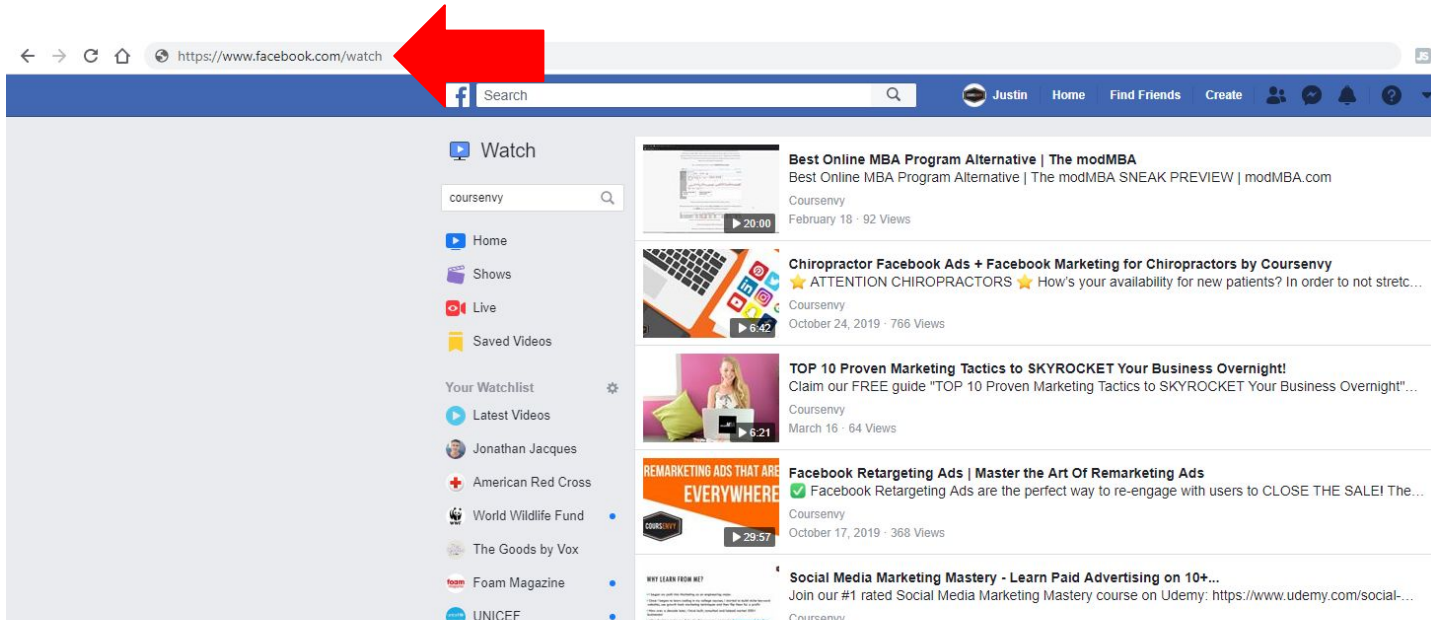
Videos Are Everywhere!

You can add videos to your:

- Facebook Page Cover
- Facebook and Instagram Ads
- Live Streaming (Instagram and Facebook) and Stories
- Instagram Posts (videos under 1 minute)
- IGTV (Instagram TV -- for videos over 1 minute)
- Facebook Watch and Facebook Page Posts

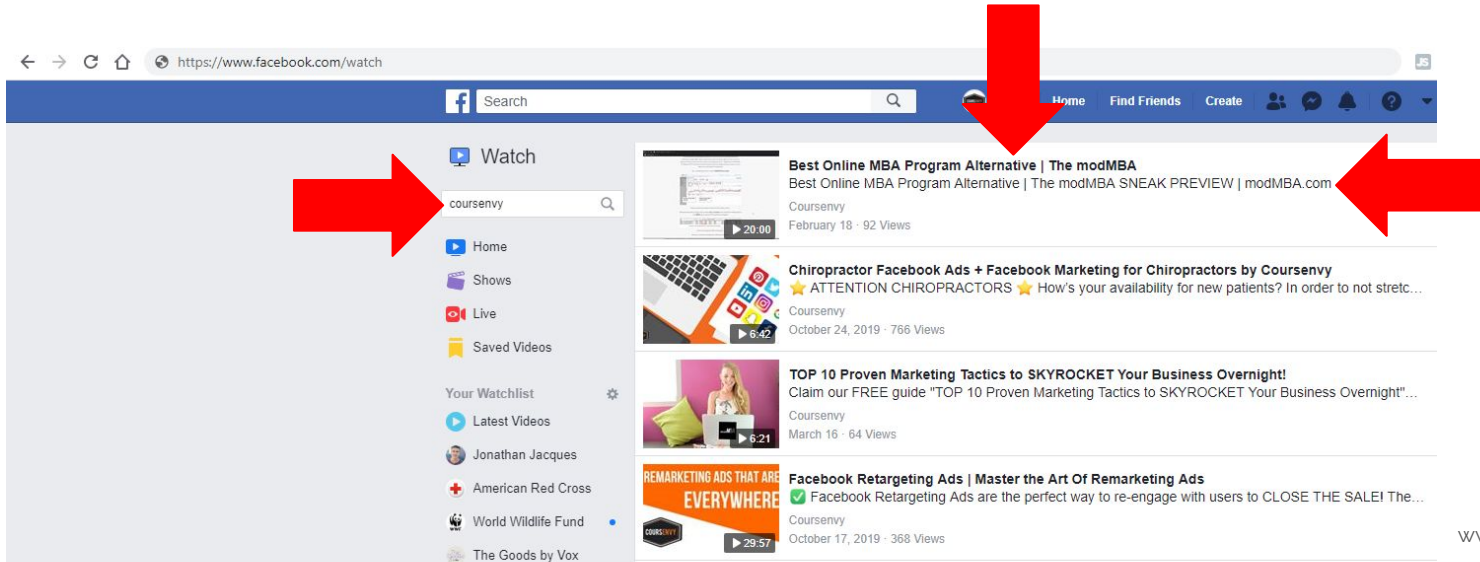
Facebook Watch

- All videos you upload to your Facebook Page will appear in Facebook Watch search results.



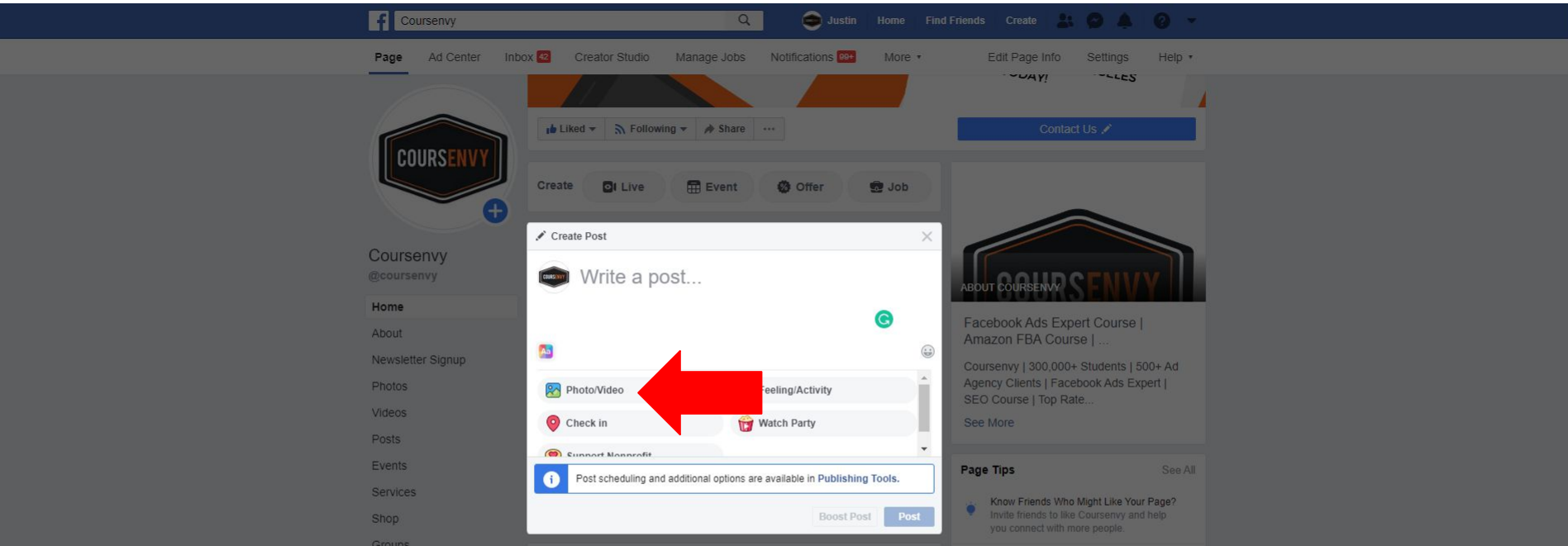
Facebook Watch

- Make sure to use **keywords** you want to appear for in the Facebook Watch search results in your VIDEO TITLE and in the first 99 characters of the VIDEO DESCRIPTION.



Add a Video to Facebook Page + Facebook Watch

- On your Facebook Page, click the “Create Post” field. Then select the “Photo/Video” option.
- Select the video file on your computer you want to upload.



Add a Video to Facebook Page + Facebook Watch

- Add a VIDEO TITLE (include 1-2 keywords and your brand name, but focus on a title that grabs a users attention -- browse news sites like AOL, DailyMail, or BuzzFeed for “HEADLINE” inspiration)
- Add a VIDEO DESCRIPTION (include 3-5 keywords you want to rank for in Facebook Watch search results -- your main keywords within the first 99 characters appear in search results)
- Add 3-5 VIDEO TAGS (the 3-5 main keywords you are targeting)

The screenshot shows the 'Add Video' interface in Facebook. It is divided into two main sections: '1. Create Post' and '2. Publishing Options'. The '1. Create Post' section contains the following fields:

- Title:** 'How to Create Ads that Follow People Around The Internet | Coursenvy'. A red arrow points to this field.
- Description:** 'Learn how to create custom audiences and Facebook retargeting ads for your Shopify store that follow people around the internet until they buy!'. A red arrow points to this field.
- Tags:** 'Facebook Ads', 'Shopify', 'Custom Audiences', 'Coursenvy'. A red arrow points to this field.

The '2. Publishing Options' section contains the following options:

- Video Details:** 'Add details to your video and create your video post.'
- Thumbnail:** A placeholder image for the video thumbnail.
- Subtitles & Captions (CC):** 'Add subtitles in multiple languages to your video.'
- Polls:** 'Ask questions during your video to find out what your viewers think.'
- Tracking:** 'Add labels to help you manage and search for your video.'
- 360 Director Tools:** 'Add more detail to your 360 video with guide points.'

At the bottom of the '1. Create Post' section, there is a preview of the video player showing a play button and the text 'Aa English'. Below the preview, there is a progress bar showing '100%' and the Coursenvy logo. A 'Next' button is located at the bottom right of the '2. Publishing Options' section.

Add a Video to Facebook Page + Facebook Watch

- Once you have completed the “Video Details” tab, click the “Thumbnail” tab and click the “Add Image” button next to Custom Image. A great thumbnail is one of the first things that grabs a users attention. Use graphics/images (people + text) like this one below. Also check out YouTube to see thumbnails used for highly viewed videos in search results.



Add Video

1. Create Post | 2. Publishing Options

Choose a Thumbnail for Your Video

This image will display when your video isn't auto playing. You can select an auto-generated image, upload a custom image or choose a still frame from your video.

Auto-Generated Image

Select one of these 10 images from your video.

Custom Image

Upload a high resolution image that best represents **Add Image**

Video Frame

Choose any still frame from your video. **Choose Frame**

Video Details

Add details to your video and create your video post.

Thumbnail

Subtitles & Captions (CC)

Add subtitles in multiple languages to your video.

Polls

Ask questions during your video to find out what your viewers think.

Tracking

Add labels to help you manage and search for your video.

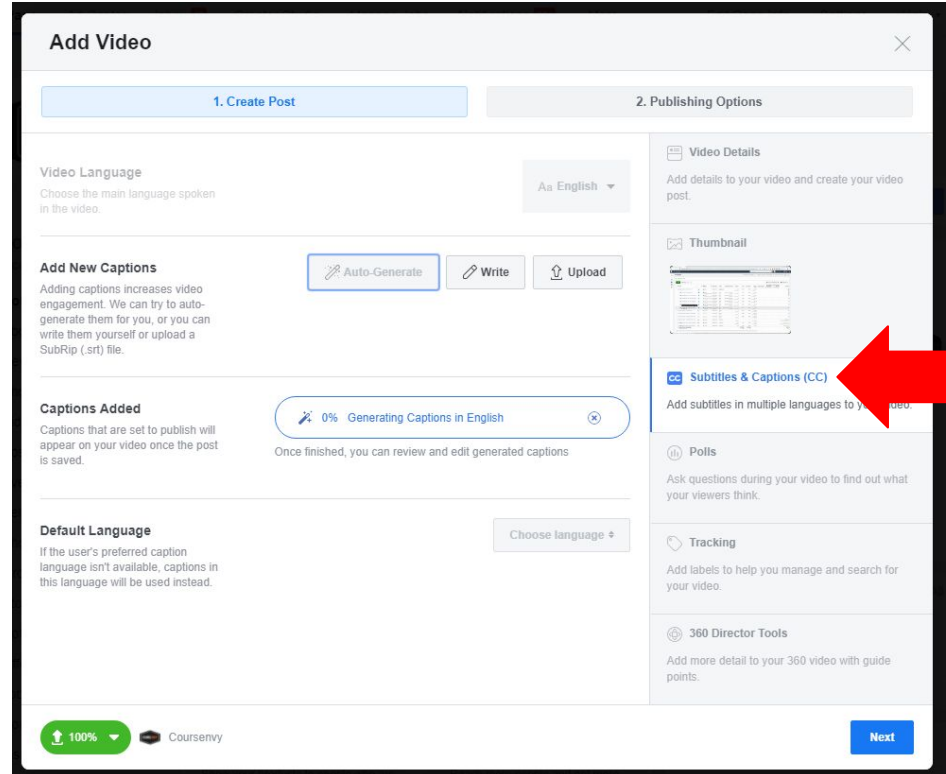
360 Director Tools

Add more detail to your 360 video with guide points.

100% Coursevny **Next**

Add a Video to Facebook Page + Facebook Watch

- Next, on the “Subtitles & Captions” tab, click the “Auto-Generate” button to automatically create captions for your video.
- Most users watch videos on mute, so enabling this is a must!



The screenshot shows the Facebook 'Add Video' interface. The main area is divided into two tabs: '1. Create Post' and '2. Publishing Options'. The '2. Publishing Options' tab is active. On the left, under 'Video Language', there is a dropdown menu set to 'As English'. Below this, the 'Add New Captions' section includes an 'Auto-Generate' button (highlighted with a red box), a 'Write' button, and an 'Upload' button. A progress bar shows '0% Generating Captions in English'. The 'Captions Added' section states that captions will appear once the post is saved. The 'Default Language' section has a 'Choose language' button. On the right, the 'Video Details' section includes a 'Thumbnail' preview, a 'Subtitles & Captions (CC)' section (highlighted with a red arrow), a 'Polls' section, a 'Tracking' section, and a '360 Director Tools' section. At the bottom, there is a 'Next' button and a '100%' progress indicator.

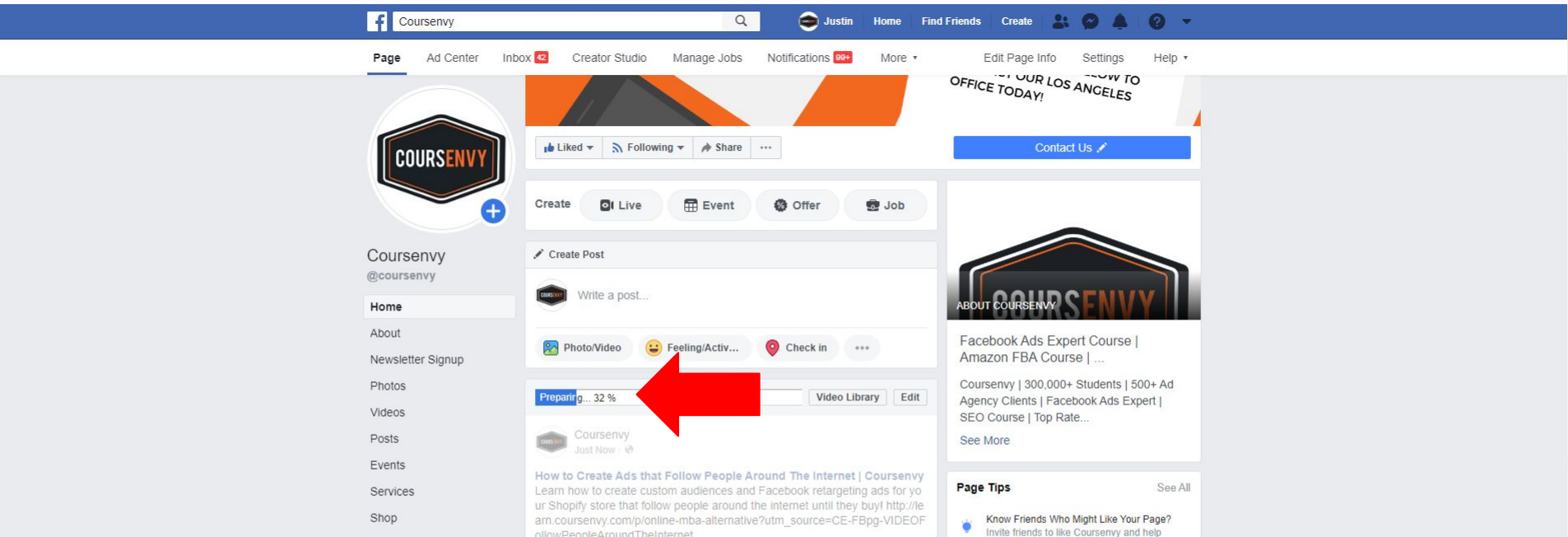
Add a Video to Facebook Page + Facebook Watch

- Once ready, click the “Next” button to continue to the “Publishing Options” tab.
- Here you can decide when you want to publish your video and where you want it to appear.
- Select these 2 options to make your video appear on your Facebook Page as a post and on Facebook Watch.
- Click the “Publish” button.

The screenshot shows the 'Add Video' interface on Facebook. The 'Publishing Options' tab is active. Under 'Choose How to Publish Your Post', 'Publish now' is selected. Under 'Choose Where Your Post will Appear', 'News Feed', 'Display in Watch', and 'Allow Embedding' are selected. Two red arrows point to the 'News Feed' and 'Display in Watch' options. On the right, a 'Before You Publish' sidebar lists tips: '3 Minutes Long', 'Video Description', 'Tags', and 'HD Video'. At the bottom right, a 'Publish' button is visible.

Add a Video to Facebook Page + Facebook Watch

- You will then be redirected back to your Facebook Page where the video will be uploading.



The screenshot shows the Facebook interface for the 'Coursenvy' page. The top navigation bar includes the Facebook logo, a search bar, and user navigation links like 'Justin', 'Home', 'Find Friends', 'Create', and notification icons. Below this, the page header shows 'Page', 'Ad Center', 'Inbox', 'Creator Studio', 'Manage Jobs', 'Notifications', and 'More'. The main content area features the Coursenvy profile picture, name, and username '@coursenvy'. A 'Create' section offers options for 'Live', 'Event', 'Offer', and 'Job'. Below this is a 'Create Post' section with a text input field and buttons for 'Photo/Video', 'Feeling/Activ...', 'Check in', and '...'. A red arrow points to the 'Photo/Video' button. At the bottom, a video upload progress bar is visible, showing 'Preparing... 32 %' and buttons for 'Video Library' and 'Edit'. The right sidebar contains a 'Contact Us' button, a section titled 'ABOUT COURSENVY' with a description of the Facebook Ads Expert Course, and a 'Page Tips' section.

Different Videos, Different Objectives

Not all videos have the same objective.

- You can create a video to tell your brand's story for awareness.
- You can create an interactive video to involve your fans in your current campaign to boost engagement (i.e. asking your fans to comment a response, like if you agree, share to enter the contest, etc.)
- You can create a video ad to promote your product in a more creative way to drive conversions. This can be a commercial format or just a value add video that builds trust with your potential customers (great for retargeting later via Video View Custom Audiences).
- You can even host a Facebook Live to increase both awareness and engagement by answering your fans questions.

Finding Video Opportunities

Are you finding it hard to create video ideas? Let's start by looking at your existing content. There is always a new way to use an existing blog post, podcast, or a product promotion from your site.

One of my favorite tactics for video creation is **REPURPOSING** text/blog posts into a video!

Click on the video screenshot to the right to see how @Buffer promotes their blog posts. They take key excerpts from the blog post and use them to create a simple, but gorgeous slideshow video! This is **WAY** more engaging than just reading a blog!



What is the Ideal Video Length?

Short videos can help you boost your engagement by captivating your audience with a short attention span. They can be great for mobile users who don't spend much time watching longer videos.

They can also help you grab attention early since many users don't watch more than a few seconds.

However, there is a growing trend of seeing longer videos on Facebook, as they [announced](#) an update to its algorithm which ranked videos appearing in the News Feed in a different way. This update enabled the **longer videos** to get **more visibility** in a user's Facebook News Feed.

Make sure to split test using both long and short videos on Facebook and Instagram to see what you following engages with!

BEST PRACTICE: Video Length

All videos on Facebook that are 30 seconds or shorter will **loop continuously**. Videos loop continuously for approximately 90 seconds.

EXAMPLE: A 10-second Facebook video will loop 9 times to reach the total of 90 seconds.

- The call-to-action still shows up on auto-loop
- Videos longer than 30 seconds won't auto-loop, but this doesn't mean that you shouldn't test which length works better for your audience.
- I like to use long videos (5-20 minutes) to provide value to my potential customer and build trust with free content (plus I can collect these users in a Custom Audience by who watched the videos the longest i.e. the most engaged users worth retargeting in future ads).

BEST PRACTICE: Call-to-Action

When creating a video, decide what you want to **achieve** before creating that video!

Make sure there is a relevant **Call-to-Action** included!

EXAMPLE:

- “Enroll in our course for free today ONLY!”
- “Tap the button to claim our free eBook!”
- “Comment what you think about XYZ below!”

Keep Your Captions Short

Your video captions and titles should support your video. If you want the best chance of engagement with your Facebook video, keep the videos Facebook post text no longer than **100 characters**.

EXAMPLE: When a Facebook Page manager shares a funny video, they can simply add a short laughing caption/emoji to them: “LOL 😂😂😂”

When the video title is helping describe/attract people to the video content and the thumbnail is hinting the context of the video, then you **don't need** a long video description!

Just make sure that you share videos that are **relevant** to your followers and include keywords you want your video to appear for in Facebook Watch search results.

How to Create Successful Videos

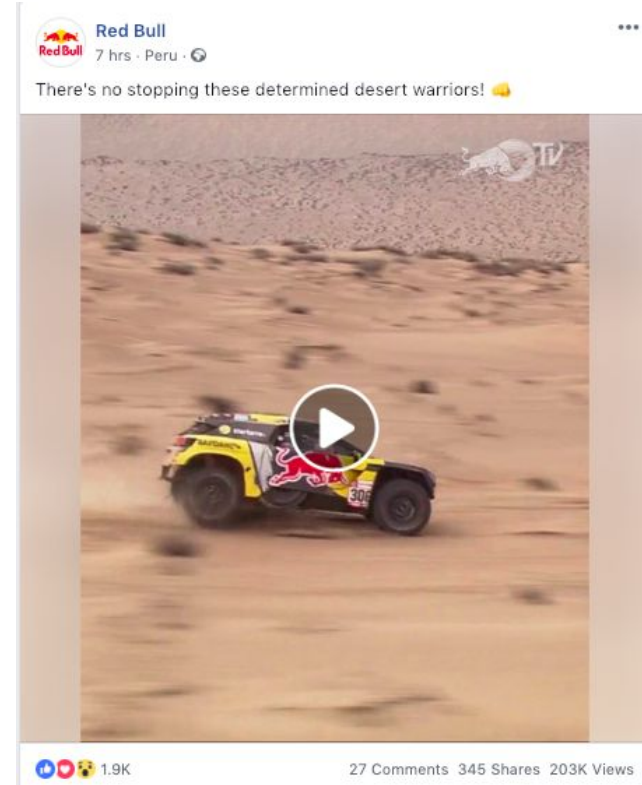
1. Get right to the problem you are solving! Establish why YOU can solve it!
2. Play on the customer's emotion, if possible. Joy, sadness, fear can be effective, depending on the video. What is your hook or unique proposition?
3. The **first 5 seconds** of the video MUST visually grab attention to ensure people continue to watch.
4. Over 80% of Facebook users watch videos with the **sound off**. Video on Facebook auto plays but is muted, so don't rely on audio/voiceover. Make sure you add captions.
5. If using text in the video thumbnail, make sure it is **less than 20%** of the image. To test this, upload the thumbnail image (or ad) to: https://www.facebook.com/ads/tools/text_overlay
6. Create **SQUARE** videos. In the mobile version of the news feed, square videos take up 78% more screen space than landscape videos. ASSUME mobile first viewing when creating your videos, so consider this when filming something far away or even adding too small of text.

Great Use of Facebook Videos



If you want to master Facebook videos, then have a look at big brands to come up with creative ideas! They have entire marketing teams working on these videos, thumbnails, and ad copy!

Red Bull is posting a lot of videos on Facebook. In fact, most of their latest Facebook posts are videos! They focus on action, engagement and relevance to produce great videos that reflect their brand in the best possible way.



Great Use of Facebook Videos

Starbucks is a brand that knows how to use video to increase their brand awareness while promoting their products.

What makes their videos engaging?

They are creative, they tell a STORY, they are high quality and they follow Facebook's best practices:

<https://www.facebook.com/facebookmedia/blog/video-best-practices>



Great Use of Facebook Videos



BuzzFeed is one of the masters of viral videos! In fact, some of their most viewed videos were posted on their Facebook page.

What works so well for them?

They simply know their audience and follow the best practices on Facebook. Videos tend to be an average of 1-2 minutes long, they have a great HOOK caption and title, eye-capturing thumbnails, and they have a format and a narrative that keeps you watching. Plus they are diverse and appeal to a large audience, which make them easily shareable... like this example!

Great Use of Facebook Videos

- A great top of funnel ad we use to find new clients is a TRAFFIC objective campaign with a CAROUSEL ad format. For the ad we use several customer testimonial videos describing their successes and increased sales once they started working with us. The landing page URL we use for the ads is our “Book a Call” page offering a free consultation. To increase our chances of collecting the potential leads information, we also offer an **email form** and **chat box** on our “Book a Call” page. We also include all of our testimonials on this page for clout!

At the AD level,
select Carousel
as the format.

Next, add a
testimonial
video to each
Carousel card.

New Campaign > New Ad Set > New Ad

Edit Review

Preview On

8 Placements

Facebook Feeds

Feeds

In-Stream

Search

Ad Setup

Create Ad

Format

Choose how you'd like to structure your ad.

☐ Single Image or Video
One image or video, or a slideshow with multiple images

☒ Carousel
2 or more scrollable images or videos

☐ Collection
Group of items that opens into a fullscreen mobile experience

Fullscreen Mobile Experience

☐ Add an Instant Experience

☐ Add a Playable Source File

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Carousel Cards

untitled
Enter headline, description and URL

untitled
2048 x 1556

Crop Image Change Image

Like Comment Share

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

Include ad copy that prompts the user to watch the testimonial videos!

New Campaign > New Ad Set > New Ad

Description - Optional

★★★★★

Website URL

<http://www.coursenvy.com>

[Build a URL Parameter](#)

Remove

+ Enter headline, description and URL

+ Enter headline, description and URL

+ Add Media ▼

Edit Placement

Select a placement to edit ▼

Select cards from previous ads

☒ Automatically show the best performing cards first
On Facebook News Feed, Instagram Feed and Instagram Stories, the carousel card that performs best will be shown first. For all other placements, cards will appear in the order you arrange them.

☒ Add a card at the end with your Page profile picture

☐ Add a map card showing your nearest stores ⓘ

Primary Text

1 of 5

Want to scale your eCommerce store?

☒ Swipe through these client testimonials to see how!

[Edit](#) [Review](#)

☐ Preview On

8 Placements

Facebook Feeds

Feeds

In-Stream

Search

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

[Close](#) All edits saved

[Back](#) [Publish](#)

Ad Placement for Videos

When creating any campaign, 99% of the time I will leave the Placements at the AD SET level set to **Automatic**. Facebook's delivery system optimizes your ads to display where they're likely to perform best.

The screenshot displays the Facebook Ads Manager interface for a new campaign. The breadcrumb trail at the top reads: "New Campaign > New Ad Set > 1 Ad". The "Placements" section is active, showing two options: "Automatic Placements (Recommended)" and "Manual Placements". A red arrow points to the "Automatic Placements (Recommended)" option. Below this, the "Devices" section is set to "Mobile". The "Platforms" section shows "Facebook" and "Instagram" selected. The "Asset Customization" section indicates "5 / 14 placements that support asset customization" and a "Select All" link. The "Placements" list shows "Feeds" selected, with sub-options for "Facebook News Feed", "Instagram Feed", "Facebook Marketplace", and "Facebook Video Feeds". The "Audience Definition" section shows a gauge for "Specific" vs "Broad" audience selection, with a note: "Your audience selection is fairly broad." and "Potential Reach: 2,100,000,000 people". The "Estimated Daily Results" section states: "Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets."

If I know I only want to target Instagram users via Instagram Stories and Feed, then I will select that manual Placement (see example). Otherwise, leave Placements set to Automatic to let Facebook optimize for you.

New Campaign > New Ad Set > 1 Ad

In Draft

Manual Placements  Manually choose the places where your ads will appear. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Devices
Mobile

Platforms

☐ Facebook ☐ Instagram 
☐ Audience Network ☐ Messenger

Asset Customization
2 / 14 placements that support asset customization
[Select All](#)

Placements

Feeds

Get high visibility for your business with ads in feeds

Facebook News Feed ☐
Instagram Feed ☒ 
Facebook Marketplace ☐
Facebook Video Feeds ☐
Facebook Right Column ☐
Instagram Explore ☐
Messenger Inbox ☐

Stories

Tell a rich, visual story with immersive, fullscreen vertical ads

Facebook Stories ☐
Instagram Stories ☒ 
Messenger Stories ☐

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 1,100,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Instagram Explore

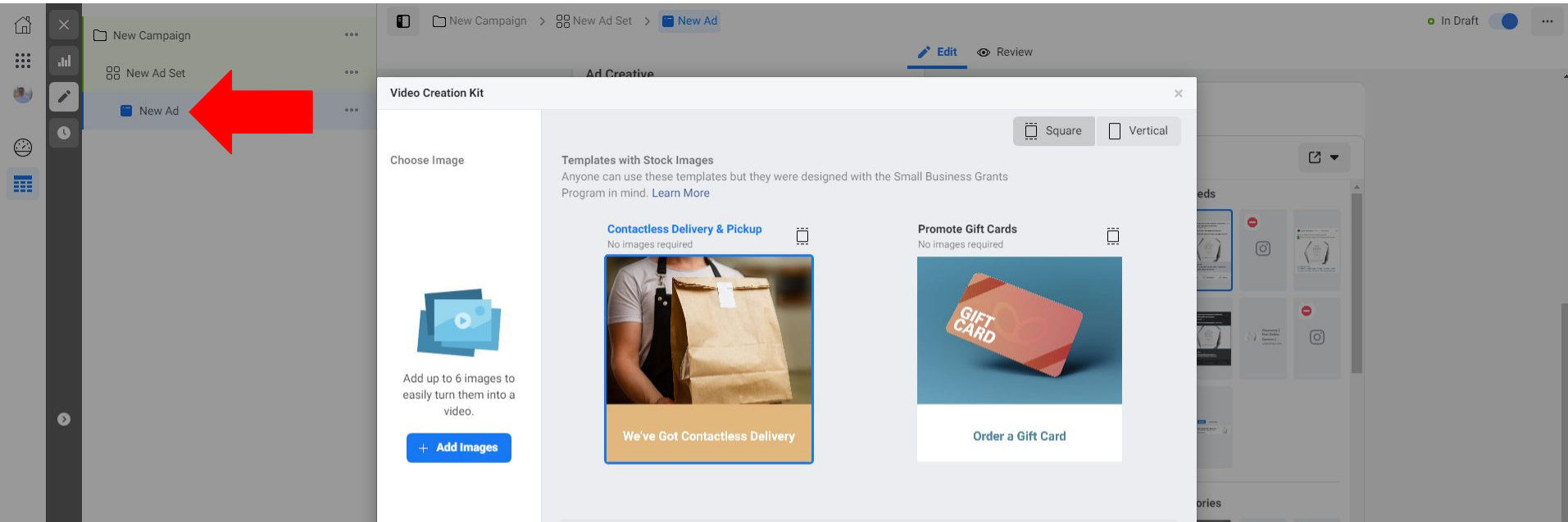
We recommend square (1:1) images and vertical (4:5) videos.

Close  All edits saved

Back **Next**

Facebook's Video Creation Kit

Another useful tool from Facebook is the **Video Creation Kit**. It helps you create quick videos using your images and templates (which follow the Facebook's best practices for each video type).



When creating a campaign, at the AD level, select **Single Image or Video** for the Format option, then click the “Create Video” button.

Facebook Ads Manager interface showing the "New Ad" setup process.

Navigation: New Campaign > New Ad Set > New Ad

Buttons: Edit, Review

Format Setup:

- Create Ad** (dropdown)
- Format:** Choose how you'd like to structure your ad.
 - ☒ **Single Image or Video** (highlighted with a red arrow)
One image or video, or a slide show with multiple images
 - ☐ Carousel
2 or more scrollable images or videos
 - ☐ Collection
Group of items that opens into a fullscreen mobile experience
- Fullscreen Mobile Experience:**
 - ☐ Add an Instant Experience
 - ☐ Add a Playable Source File

Ad Creative: Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media:

- Add Media** (button)
- Create Slideshow** (button)
- Create Video** (button, highlighted with a red arrow)

Primary Text:

1 of 5
[x] Want to 9X your eCommerce store?

Preview On (toggle)

15 Placements (dropdown)

Facebook Feeds

Ads Manager Courseenvy is The Top Digital Marketing Agency
Sponsored · 48
Want to 9X your eCommerce store?
LEARN.COURSEENVY.COM
Courseenvy
Courseenvy is a Los Angeles-based education platform...

Like Comment Share

Stories

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Buttons: Close, All edits saved, Back, Publish

Click the “Add Images” button.

New Campaign > New Ad Set > New Ad

Edit Review

Video Creation Kit

Choose Image

Templates with Stock Images
Anyone can use these templates but they were designed with the Small Business Grants Program in mind. [Learn More](#)

Contactless Delivery & Pickup
No images required

Promote Gift Cards
No images required

Add up to 6 images to easily turn them into a video.

+ Add Images

Add Logo (Optional)
+ Add

Shades
2-6 images required

Zoom
2-6 images required

Customize

Display Link - Optional

Enter the link you want to show on your ad

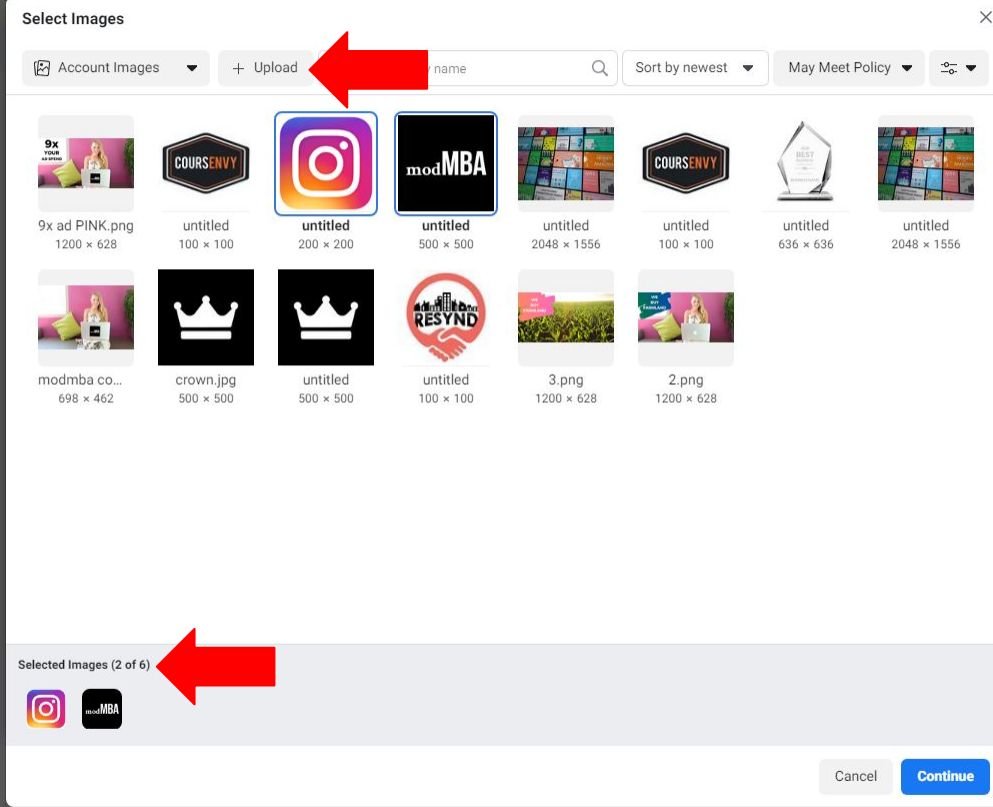
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved

Back

Publish

Select or Upload
up to 6 images.



By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved

Back Publish

Set the order you want your images to appear in this video slideshow.

Add your brand logo.

New Campaign > New Ad Set > New Ad

Edit Review

In Draft

Video Creation Kit

Reorder Images

Shades 2-6 images required

Zoom 2-6 images required

Float 2-6 images required

Swipe 2-6 images required

Add Logo (Optional)

+ Add

Customize

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

Select if you want to create a **SQUARE** or **VERTICAL** video. Square videos work for all ad Placements, such as news feeds. Vertical videos work for Stories placement.

New Campaign > New Ad Set > New Ad

Edit Review

In Draft

Video Creation Kit

Reorder Images

modMBA

+

Templates for 2 or More Images

Shades 2-6 images required

M.G. modMBA describe your product

Zoom 2-6 images required

Float 2-6 images required

Swipe 2-6 images required

Add Logo (Optional)

+ Add

Customize

Want to 9X your eCommerce store?

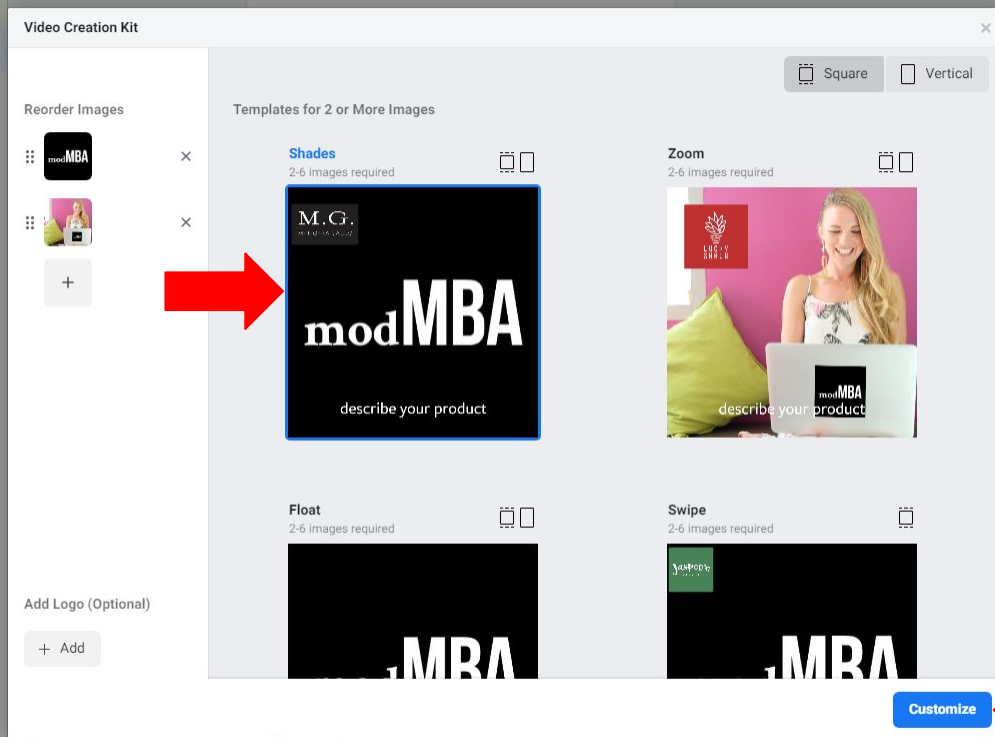
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish

Select your
video template.

Once ready, click
the Customize
button.



Select your logo
and text position
in the slideshow
video.

Once ready, click
the Done button.

New Campaign > New Ad Set > New Ad

Edit Review

In Draft

Video Creation Kit

Customize Scene

Scene 1 Scene 2 Stickers

Background

modMBA Change Image Crop

Logo (Optional)

COURSENVY Change Image Remove Image Size Small Position

Text (Optional)

Text Add a headline... 30 Font FreightSansLFPPro N Position

Text Color Background Color

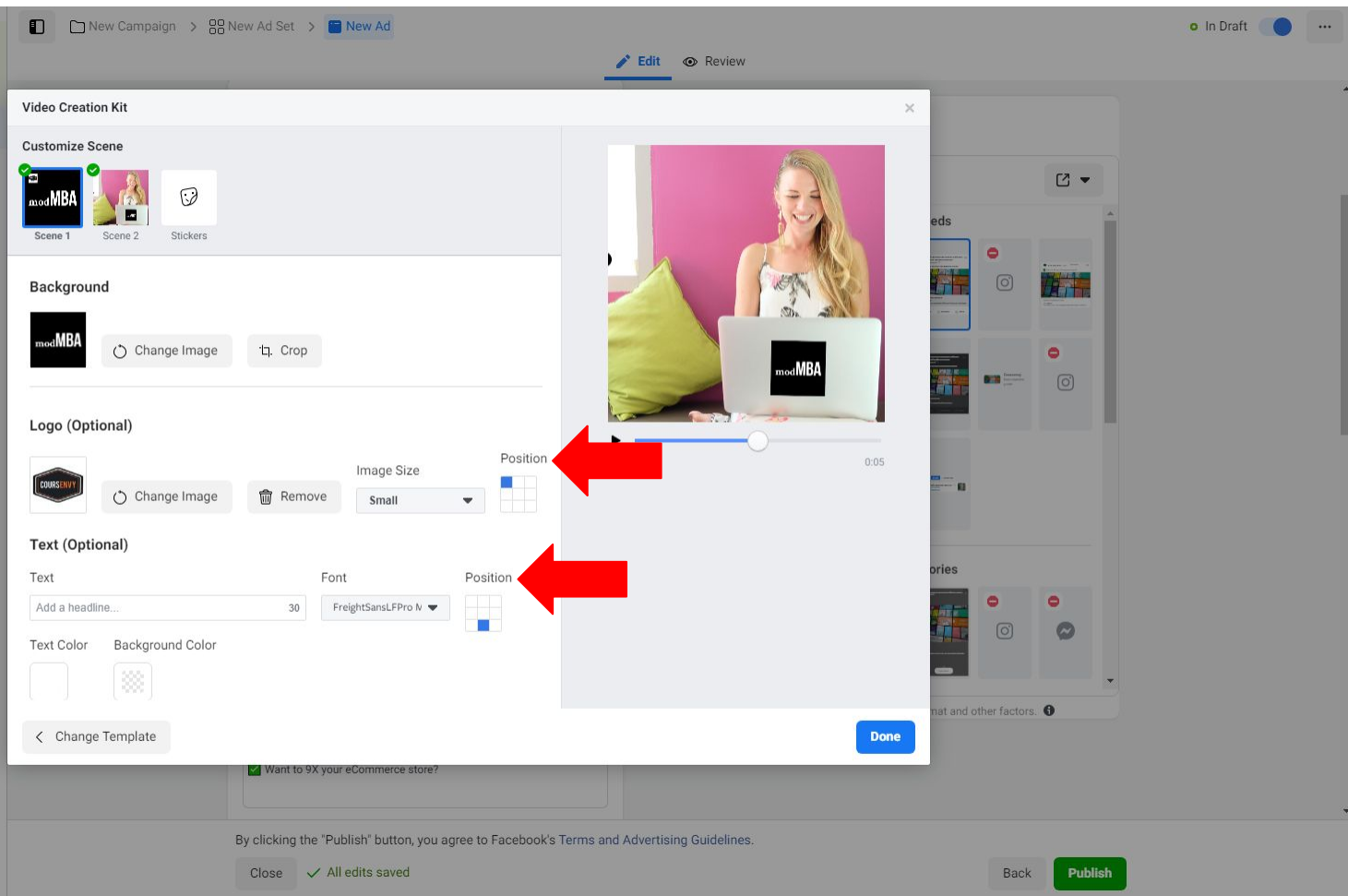
< Change Template Done

Want to 9X your eCommerce store?

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back Publish



Since we have all Placements (Automatic) selected at the AD SET level, we will need to edit and optimize the images for the VERTICAL format as well.

New Campaign > New Ad Set > New Ad

[Edit](#) [Review](#)

Video Creation Kit

Review and select the versions of this video to use in your ads. All selected versions will be added to your media library.

★ **Optimize for Stories With Vertical Videos**

Vertical videos tend to get more engagement in stories placements. Now when you create a video, we automatically create an additional aspect ratio so your video can appear optimally across placements. [Learn More](#)

☒ Square (1:1)

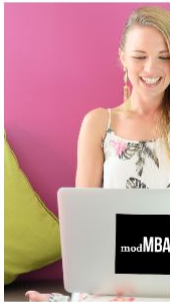
13 placements will use this version. ⓘ



0:02 0:05

☐ Vertical (9:16) [Edit](#)

Recommended for 3 placements ⓘ



0:03 0:05

[Back](#) [Use Video](#)

Want to 9X your eCommerce store?

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

[Close](#) [All edits saved](#)

[Back](#) [Publish](#)

Crop and edit
each scene of the
slideshow video
for this **vertical**
placement ad
format.

Video Creation Kit

Customize Scene

Scene 1 Scene 2 Stickers

Background

Change Image Crop

Logo (Optional)

+ Select Image

Text (Optional)

Text Font Position

Add a headline... 30 FreightSansLPro N

Text Color Background Color

0:03 0:05

Done

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved

Back

Publish

Once complete,
click the “Use
Video” button.

Video Creation Kit

Review and select the versions of this video to use in your ads. All selected versions will be added to your media library.

★ Optimize for Stories With Vertical Videos

Vertical videos tend to get more engagement in stories placements. Now when you create a video, we automatically create an additional aspect ratio so your video can appear optimally across placements. [Learn More](#)

☒ Square (1:1)

10 placements will use this version. ⓘ



Back

☒ Vertical (9:16)

Edit

3 placements will use this version. ⓘ



Use Video

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ✓ All edits saved

Back

Publish

Your newly created videos will now be set as your **Media** option for all your varying Placement selections.

New Campaign > New Ad Set > **New Ad**

[Edit](#) [Review](#)

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media
Clear All

11 placements are using this video

untitled
0:05
1080 x 1080
[Edit](#)

3 placements are using this video

untitled
0:05
1080 x 1920
[Edit](#)

Edit Placement
Select a placement to edit

Primary Text
1 of 5
☒ Want to 9X your eCommerce store?

Headline - Optional
Write a short headline

Preview On

15 Placements

Facebook Feeds

Ads Manager Courseenvy Is The Top Digital Marketing Agency
Sponsored
Want to 9X your eCommerce store?
LEARN COURSEENVY.COM Courseenvy
[Like](#) [Comment](#) [Share](#)

Feeds

Stories

Ad rendering and interaction may vary based on device, format and other factors. [i](#)

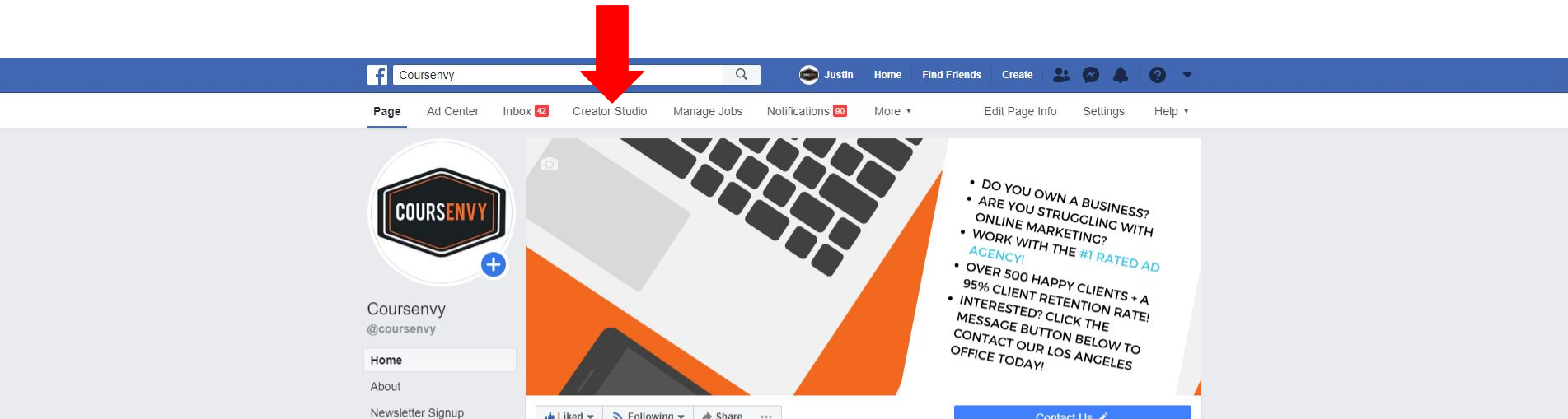
By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

[Close](#) [All edits saved](#) [Back](#) [Publish](#)

Analyze Your Video's Performance

Once you start creating more videos, you will want to find out how they're doing.

- Go to your Facebook Page.
- Click on the **Creator Studio** tab at the top of your page.
- Then click **Insights** in the left sidebar, then click **Performance**. Then scroll down to **Top Videos**.



- Create Post
- Home
- Content Library
- Insights
- Overview
- VIDEOS
 - Performance
 - Loyalty
 - Audience
 - Retention
- STORIES
 - Performance
- Inbox+
- Monetization
- Creative Tools
- Settings
- Resources

Coursenvy

Insights > Videos > Performance

Export Data

Oct 6, 2020 - Oct 12, 2020

Posted

21

Minutes Viewed

▲ 4788% from previous 7 days

2

1-Minute Video Views

▲ 100% from previous 7 days

10

3-Second Video Views

▲ 100% from previous 7 days

0

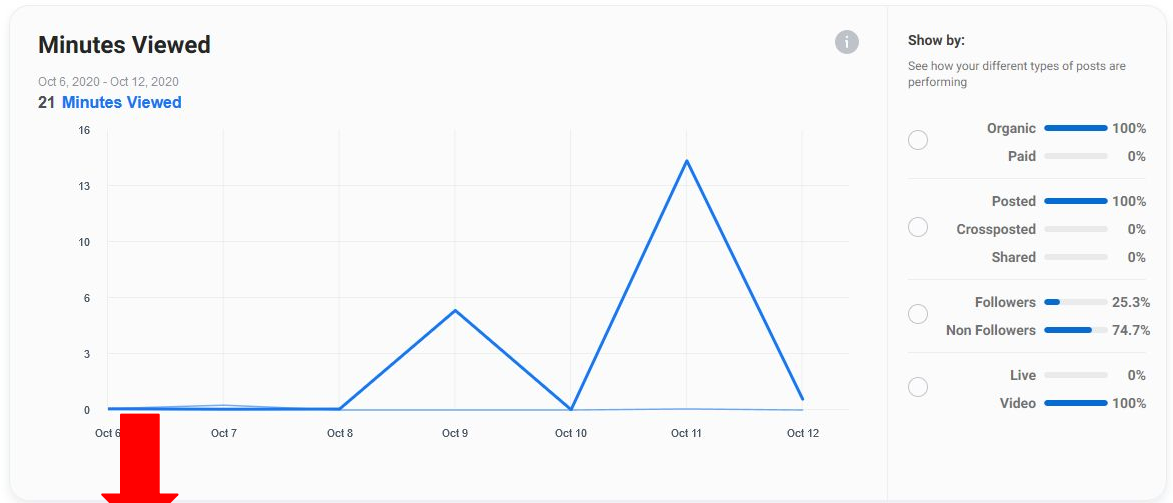
Engagement

▲ 0% from previous 7 days

33

Net Followers

▼ 5.71% from previous 7 days



Top Videos

Top Pages

Create Post

Home

Content Library

Insights

Overview

VIDEOS

Performance

Loyalty

Audience

Retention

STORIES

Performance

Inbox+

Monetization

Creative Tools

Settings

Resources

Minutes Viewed

Oct 6, 2020 - Oct 12, 2020

21 Minutes Viewed

Date	Minutes Viewed
Oct 6	0
Oct 7	0
Oct 8	0
Oct 9	5
Oct 10	0
Oct 11	15
Oct 12	0

Show by:

See how your different types of posts are performing

- Organic 100%
- Paid 0%
- Posted 100%
- Crossposted 0%
- Shared 0%
- Followers 25.3%
- Non Followers 74.7%
- Live 0%
- Video 100%

Click on a video name to review the performance data.

Top Videos		Top Pages				
Video	Date Added	Minutes Viewed	1-Minute Video Views	3-Second Video Views	Engagement	
 Chiropractor Facebook Ads + Facebook... Coursenvy	10/24/2019 5:46 PM Coursenvy	15	1	3	0	
 Facebook Split Test Ads + Split Testin... Coursenvy	10/24/2019 5:42 PM Coursenvy	5	1	4	0	
 Best Online MBA Program Alternative ... Coursenvy	02/18/2020 5:03 PM Coursenvy	0	0	2	0	

Review the video performance data. Click the back arrow once you are done.

Post Details

Post Overview

Retention

Actions

Edit Post

New Post With Video

Boost Post

Copy Post Link

Copy Post ID

View on Facebook

See Previous Layout

Viewer Activity

How the post has performed since being published.

Lifetime

1

126
3-Second Video Views

8
1-Minute Video Views

0:19
Average Minutes Viewed

6
Engagement

--
Estimated Earnings

110
Minutes Viewed



15-Second Video Views

32

3-Second Viewers

120

People Reached

439

☒ Cumulative Chart

Audience Retention

Most of your audience dropped off at the 0:31 mark and your average watch time is 0:19.

1



☒ Only include views over 15 seconds

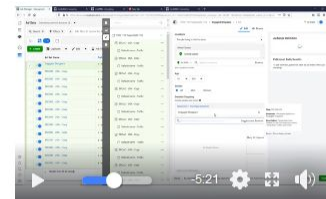
☐ Show relative retention

See More Details

Provide Feedback

Coursenvy Posted a Video
Published 2 months ago

Facebook Split Test Ads + Split Testing 101: How to Create a Coursenvy Super Split Test Campaign Spl...



2

Shares 0

Comments 4

Copy Post Link

View Post

Distribution Summary

1

Average performance as your other posts within 21+ days of publishing.

↑ 3.3x more Average View Time

↓ 2.0x less 1-Minute Views

↓ 1.7x less Reactions

↑ 4.8x more Comments

Understand Your Distribution

Average View Time is the metric that's having the biggest effect on your distribution.

Metrics shown are representative of overall distribution, compared to your previous videos.
[Learn More](#)

Analyze Your Video's Performance

You can analyze:

- **Minutes viewed:** Review the video average watch time.
- **3-second video views:** See if your audience let the video play for at least 3 seconds.
- **10-second video views:** An indication that your audience was at least hooked by your videos intro.
- **Average video watch time:** See how long your video is engaging viewers.
- **Audience retention:** See more details about your audience's retention while watching.
- **Audience and Engagement:** How did your audience engage with the video? Did they share it with their friends? Compare videos to see which ones performed better.

BEST PRACTICE: Video Performance

Start comparing the performance of your videos to find the most successful ones! Start diving deeper into your video performance details and how your audience responded to it. All these stats are important if you want to understand how your videos can contribute to your brand's overall success.

- What is getting the most views?
- What topics are the most relevant to your audience?
- How long (duration) are your best-performing videos?

PRO TIP: I will post the same video a few times and split test one variable at a time, such as testing thumbnails and titles to find the winner!

Video Tools

Here are some popular tool options to help you create your own videos! Most of them are mobile-friendly or have their own apps to make video creation as easy as possible.

- [Biteable.com](https://biteable.com)
- [Animoto.com](https://animoto.com)
- [Adobe Spark](https://adobe.com/spark)
- [Promo.com](https://promo.com)
- [Canva .com](https://canva.com)

More Video BEST PRACTICES

- **Don't share video links from external sites** on Facebook (e.g. Youtube). Instead **UPLOAD** the video directly to Facebook. These uploaded videos will have much higher chances (90%) of showing up in your followers' news feed as the Facebook algorithm favors native content.
- **Establish relevance.** People want to see content that feels curated to their interests.
- Give them **something to talk about.** Your videos need to be engaging and interesting (or entertaining) enough for users to want to share them.
- **Grab their attention early!** The first 5 seconds are crucial to **HOOK** attention!
- **Design for sound off** but delight with sound on! Add captions to help those who watch videos muted.
- **Brand** your videos with your logo in the corner. **ALWAYS** be building your brand name!
- State your **call-to-action** at least twice to increase your desired outcome (I like to in the middle of the video and at the end).

Video Views Ad

Video Views

Nearly every Facebook ad objective allows the use of videos for the format at the AD level, but remember to ALWAYS match your campaigns goal to your Facebook ad objective (i.e. sales = Conversion objective).

The campaign objective “Video Views” specifically is used to get more people to view your video content.

EXAMPLE

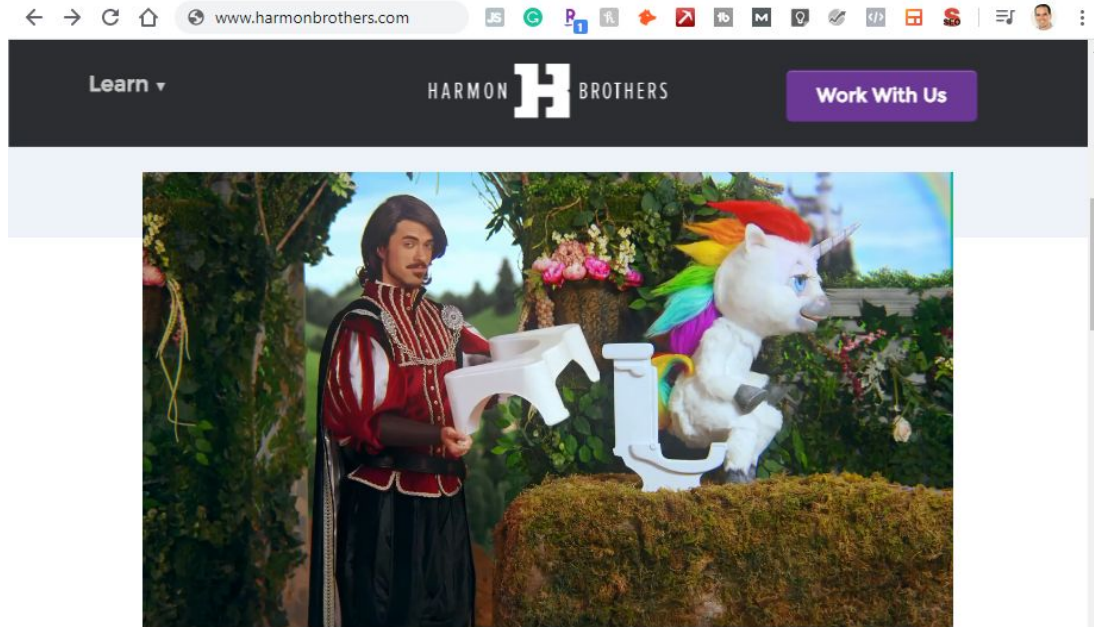
- Webinar
- Value Add Content (e.g. tutorial video, course lecture, etc.)
- Commercial

Coursenvy Commercial Format

HOOK	PROBLEM	SOLUTION	WHY YOU?	WHY NOW?	CTA
-Grab the users attention!	-What is the problem your customers face? Be specific to further capture attention!	-How does your product or service solve this problem?	-Time to brag! What makes you and your brand credible? Awards? Sales? Results?	-Tell us why we should buy your product or service, the benefits, an overview of WHY!	-Call to Action! What do you want the person watching this video to do?
5 seconds	10 seconds	30 seconds	20 seconds	20 seconds	5 seconds

Best Commercial Examples

To get inspired by the BEST video/commercial producers in the world, checkout Harmon Brothers: <https://www.youtube.com/user/harmonbrothers>



NO SOUND!

Over 80% of Facebook and Instagram users watch videos muted (typically because they are at work, in a public place, watching TV, or maybe even in the bathroom)! Always optimize your videos for NO SOUND!

- Always enable auto-generate or manually add captions to your videos when uploading videos to Facebook.

PRO TIP: Add text overlay to your final video edit. Using your video editor of choice, create a **square video** with captions in the “black bar” space above or below your 1080p HD video. This will take more time manually typing the captions, but your video watch time will increase!



Video Views Audience

Video View ads make great top of funnel campaigns to identify users interested in what you are offering, for a very low cost per view. The main variable I will split test one at a time in Video Views campaigns is the Audience to identify which target market watches the most.

The most common audiences I will split test, include:

- Targeting a Lookalike Audience of past customers/leads
- Targeting ONE detailed targeting interest PER campaign (to see which ones performs best)
- Targeting a Lookalike Audience of my Custom Audience “Video Plays of 75%”

Navigate to your
Ads Manager.

Click the Create
ads button.
Select the **Video
Views** campaign
objective.

New Campaign > 1 Ad Set > 1 Ad

[Edit](#) [Review](#)

Campaign Name

New Campaign

Special Ad Categories Off

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness	Consideration	Conversion
☐ Brand awareness	☐ Traffic	☐ Conversions
☐ Reach	☐ Engagement	☐ Catalog sales
	☐ App installs	☐ Store traffic
	☒ Video views	
	☐ Lead generation	
	☐ Messages	



Video views

Show people video ads.

[Show More Options](#)

[Close](#) [All edits saved](#) [Next](#)

Here is an example of me targeting ONE detailed targeting interest PER ad set (proper split testing).

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Audience

[Create New Audience](#) Use Saved Audience ▾

Custom Audiences [Create New ▾](#)

Q Search existing audiences

Exclude

Locations

Location:

- Worldwide

Age

18 - 65+

Gender

All genders

Detailed Targeting

Include people who match ⓘ

[Interests](#) > [Business and industry](#) > [Online](#)

Online advertising

Q Add demographics, interests or behaviors Suggestions Browse

Exclude Narrow Audience

Detailed Targeting Expansion ⓘ

☐ Reach people beyond your detailed targeting selections when it's likely to improve performance.

Languages

All languages

[Close](#) ✓ All edits saved

Audience Definition

 Your audience selection is fairly broad.

Potential Reach: 210,000,000 people ⓘ

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Back](#) [Next](#)

Also on this AD SET level for Video Views campaign is Optimization for Ad Delivery.

I see the best results leaving this as the default "ThruPlay".

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

[Save This Audience](#)

Placements [Learn More](#)

☒ **Automatic Placements (Recommended)**
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ **Manual Placements**
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show More Options](#)

Optimization & Delivery

Optimization for Ad Delivery

ThruPlay

ThruPlay
We'll deliver your ads to help you get the most completed video plays if the video is 15 seconds or shorter. For longer videos, this will optimize for people most likely to play at least 15 seconds.

2-Second Continuous Video Views
We'll deliver your ads to get the most video views of 2 continuous seconds or more. Most 2-second continuous video views will have at least 50% of the video pixels on screen.

[Hide Options](#)

When You Get Charged
Impression

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 210,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Close](#) [Back](#) [Next](#)

Close ✓ All edits saved

Video Views Cost Per ThruPlay

- ThruPlay is the default optimization option for the Video Views objective. ThruPlay allows advertisers to optimize and choose to pay only for ads that are **played to completion** for videos **shorter than 15 seconds**. For longer videos, ThruPlay optimizes and bills for video view ads that are **played for at least 15 seconds**.
- I see the BEST results from **15 second or less video ads** as users attention spans seem to be about that long. Test a condensed 15 second version of our “Coursenvy Commercial Format”.

Facebook Ads Manager interface showing the Campaigns tab. The table displays campaign details for Coursenvy.com Ad Account (5577...).

Search: Search business | Coursenvy.com | Updated 8 minutes ago | Discard Drafts | Review and Publish

Search | Filters | Add filters to narrow the data you are seeing. | This week: Mar 22, 2020 – Mar 2

Account Overview | Campaigns | Ad Sets | Ads

+ Create | Duplicate | Edit | A/B Test | Rules

View Setup | Columns: Custom | Breakdown | Reports

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per	Amount Spent	Ends	Frequency	Unique Link Clicks	modMBA sale
☐	CONV-Entn	Active	\$10.00 Daily	1 modMBA webinar	1,315	1,359	Per modMBA v	\$1.59	Ongoing	1.03	9	—
☒	VideoViews-bizSCHOOL	Active	\$10.00 Daily	5,720 ThruPlays	34,178	46,258	\$0.005 Cost per ThruPlay	\$27.83	Ongoing	1.35	105	—
☐	CONV-modMBA sale-RETARGETVideoVIEWS	Active	\$2.00	—	727	7,462	—	\$7.61	Ongoing	10.26	10	—

Once of the AD level of your Video Views campaigns, select your Facebook and Instagram accounts for this ad.

Then click the "Add Video" button.

New Campaign > New Ad Set > New Ad

Setup Error

Edit Review

Review 2 Errors

Preview Off

Identity

Facebook Page

Ads Manager Coursenvy Is The Top Digital Mark...

Instagram Account

Use selected Page or Connect Account

Ad Setup

Create Ad

Fullscreen Mobile Experience

☐ Add an Instant Experience

☐ Add a Playable Source File

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media

Please choose a video for your ad.

Add Video

Create Slideshow Create Video

Primary Text

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

Close All edits saved

Back Publish

Once you have selected and uploaded your video from your computer, click the "Edit Video" button.

New Campaign > New Ad Set > New Ad

[Edit](#) [Review](#)

Identity

Facebook Page
Ads Manager Coursenvy Is The Top Digital Mark...

Instagram Account
Use selected Page or Connect Account

Ad Setup
Create Ad

Fullscreen Mobile Experience
☐ Add an Instant Experience
☐ Add a Playable Source File

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media [Clear All](#)

9x ads for YOUTUBE.mp4
0:21
1920 x 1080

[Edit Video](#) [Add Poll](#) [Change Video](#)

Edit Placement
Select a placement to edit

[Close](#) [All edits saved](#)

Preview On

13 Placements

Facebook Feeds

Feeds

Stories

In-Stream

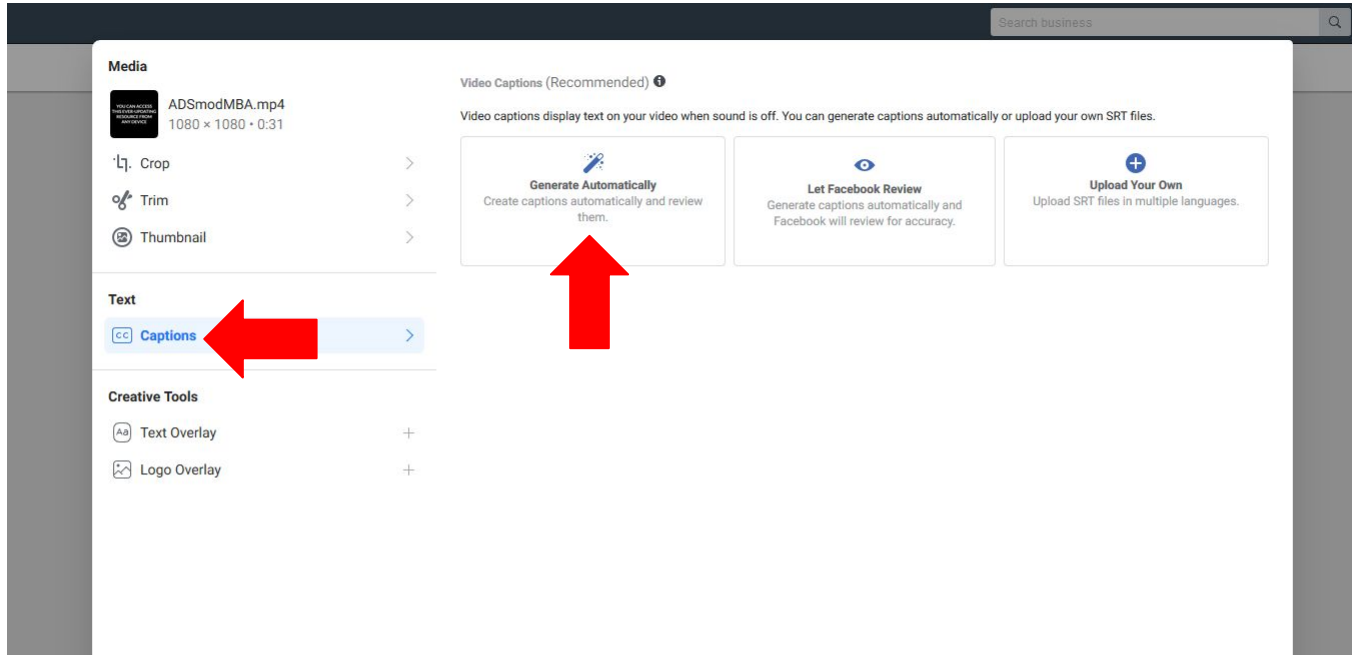
Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

[Back](#) [Publish](#)

Enable Captions for Video Ads

- Select **Captions**, then click the **Generate Automatically** option.



Search business

Media

ADSmodMBA.mp4
1080 x 1080 x 0.31

Video Captions (Recommended) ⓘ

Video captions display text on your video when sound is off. You can generate captions automatically or upload your own SRT files.

Review Your Captions

Crop

Trim

Thumbnail

Text

CC Caption

Creative Tools

Text Overlay

Logo Overlay

YOU NEED MORE CUSTOMERS

00:00.000 00:04.380
You need more customers you need ads that convert we spent the

00:04.380 00:08.020
last decade creating the perfect resource to help business

00:08.020 00:12.660
owners like you create profitable social media ads in minutes,

00:12.660 00:16.860
you can access this ever updating resource from any device and

☒ Pause video while typing

Before applying captions, please review for them accuracy, ensure you have all rights to post them, and confirm they comply with Facebook Advertising Policies

Cancel Save To Video

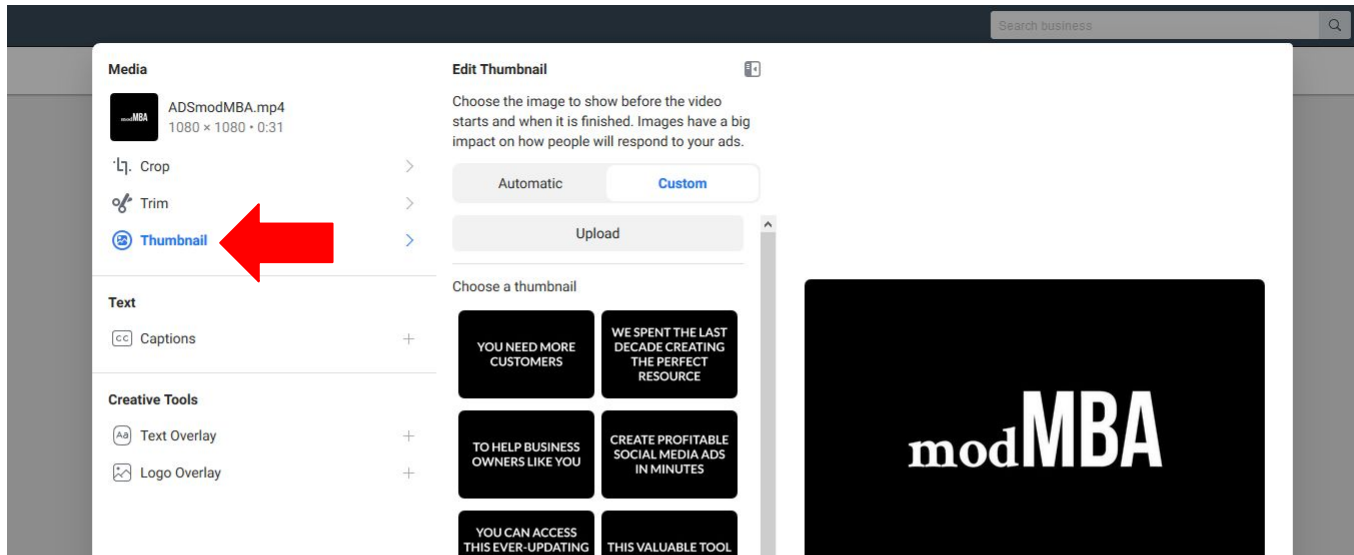
Cancel Save

FROM YOUR

Facebook will generate captions for your video automatically. Take some time to play and review that the captions are 100% correct. If Facebook made a typo, just click the caption text to manually edit it. Once ready, click the "Save to Video" button.

Customize Your Thumbnail

As important as your video's intro HOOK is, your video THUMBNAIL is just as important for grabbing your potential viewers attention to pay attention to your video ad. A thumbnail image is the static cover image for your video before the user plays it.



In this same Edit Video popup, select **Thumbnail** in the left sidebar, then click the **Manual** tab, and then click the “Upload” button to edit the video thumbnail image.

Editing 13 Placements

Media

9x ads for YOUTUBE.mp4

1920 x 1080 • 0:21

Crop

Trim

Thumbnail

Text

Captions

Creative Tools

Text Overlay

Logo Overlay

Edit Thumbnail

Thumbnail images show before a video starts and after it ends.

Automatic

Manual

Upload

Choose a thumbnail

9x

Your Ad Spend

9x

21,179.03

\$1,001.45

2.00

679.98

\$728.35

7.00

1,714.93

\$909.51

80.70

23,573.94

\$2,639.31

COURS ENVY 500+

COURS ENVY 300,000

COURS ENVY 300,000

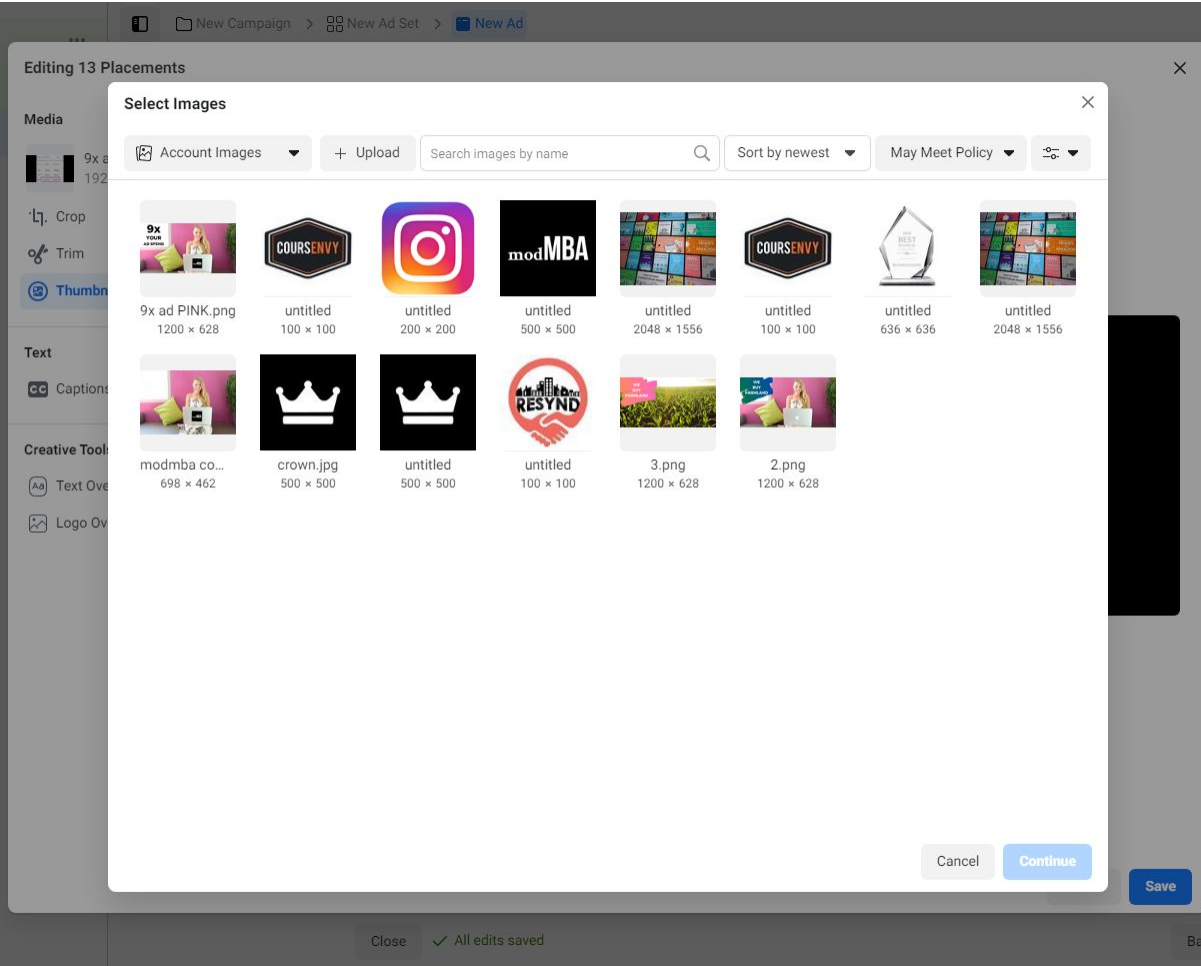
9x

Your Ad Spend

Cancel

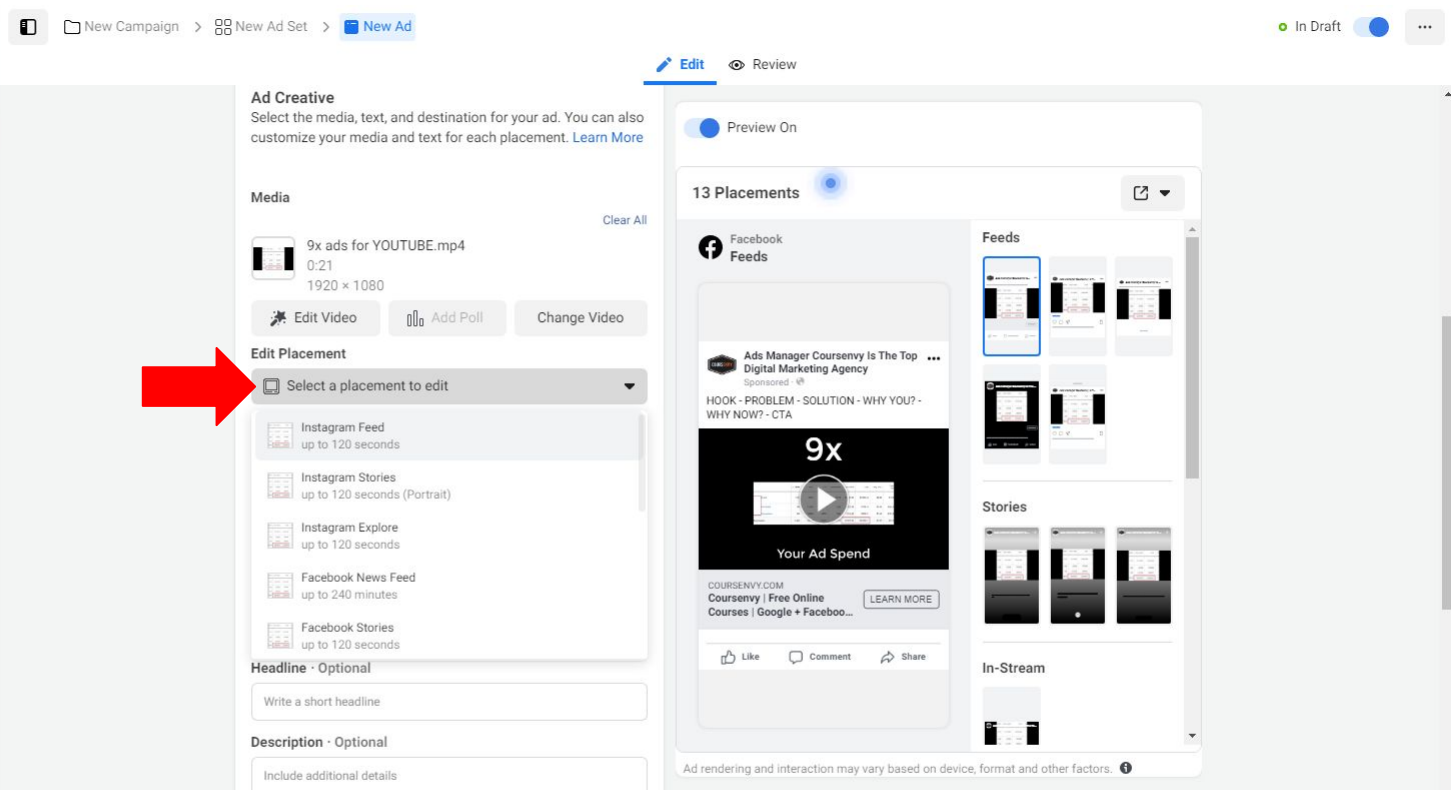
Save

Upload a thumbnail image. I see the best results from thumbnail images that include PEOPLE and TEXT with the value proposition.

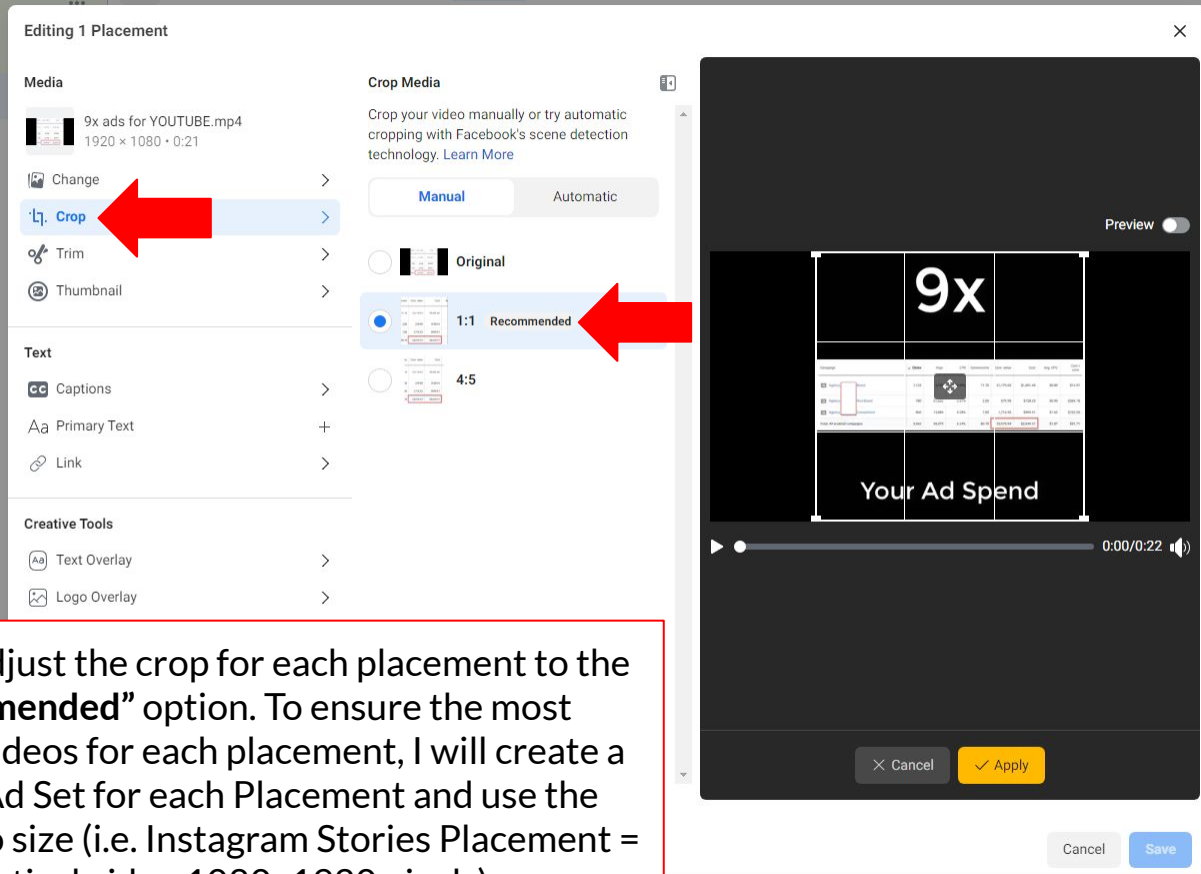


Crop Videos for each Placement

Select a placement to edit.
This enables you to adjust the media for everywhere your ad will appear.



The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons and a list of campaign elements: 'New Campaign', 'New Ad Set', and 'New Ad'. The main area is titled 'New Campaign > New Ad Set > New Ad'. Below this, the 'Ad Creative' section provides instructions on selecting media, text, and destination. The 'Media' section shows a video thumbnail for '9x ads for YOUTUBE.mp4' with a duration of 0:21 and dimensions of 1920 x 1080. Below the media, there are buttons for 'Edit Video', 'Add Poll', and 'Change Video'. The 'Edit Placement' section features a dropdown menu labeled 'Select a placement to edit'. A red arrow points to this dropdown, which lists various placement options: 'Instagram Feed (up to 120 seconds)', 'Instagram Stories (up to 120 seconds (Portrait))', 'Instagram Explore (up to 120 seconds)', 'Facebook News Feed (up to 240 minutes)', and 'Facebook Stories (up to 120 seconds)'. Below the placement list, there are optional fields for 'Headline' and 'Description'. On the right side of the interface, there is a 'Preview' section showing a preview of the ad across different placements, including Facebook Feeds, Stories, and In-Stream. The top right corner indicates the ad is 'In Draft'.



Typically I adjust the crop for each placement to the **“Recommended”** option. To ensure the most optimized videos for each placement, I will create a separate Ad Set for each Placement and use the correct video size (i.e. Instagram Stories Placement = a vertical video 1080x1920 pixels).

The final step is to complete your ad copy and links. While the goal is Video Views, I like to get the most out of my ad spend, so include a website URL where users can take ACTION (i.e. buy, signup, etc.)!

New Campaign > New Ad Set > New Ad

Ad Creative
Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media Clear All
9x ads for YOUTUBE.mp4
0:21
1920 x 1080
[Edit Video](#) [Add Poll](#) [Change Video](#)

Edit Placement
Select a placement to edit

For questions and more information, see the [Facebook Ad Guidelines](#).

Primary Text
HOOK - PROBLEM - SOLUTION - WHY YOU? - WHY NOW? - CTA

☒ **Add a website URL**
If you add a website URL, people who click or tap on your ad will go to your website. If you don't, they'll go to your Facebook Page or Instagram account.

Headline · Optional
Write a short headline

Description · Optional
Include additional details

Website URL
coursenvy.com [Preview URL](#)

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

[Close](#) [All edits saved](#) [Back](#) [Publish](#)

13 Placements Preview On

Facebook Feeds
Ads Manager Coursevny is The Top Digital Marketing Agency
Sponsored · VR
HOOK - PROBLEM - SOLUTION - WHY YOU? - WHY NOW? - CTA
9x
Your Ad Spend
COURSENVY.COM
Coursevny | Free Online Courses | Google + Facebook... [LEARN MORE](#)
Like Comment Share

Feeds

Stories

In-Stream

Ad rendering and interaction may vary based on device, format and other factors. ⓘ

Video Views Ad Copy

- Always align your ad copy text and headline with your video to ensure the highest ad RELEVANCY.
- As a simple guiding practice, consolidate your “Coursenvy Commercial Format” into a shortened text format. Including a hook, problem, solution, why, call to action, and an overall **sense of urgency** inspiring the user to click the ad’s Call to Action button!



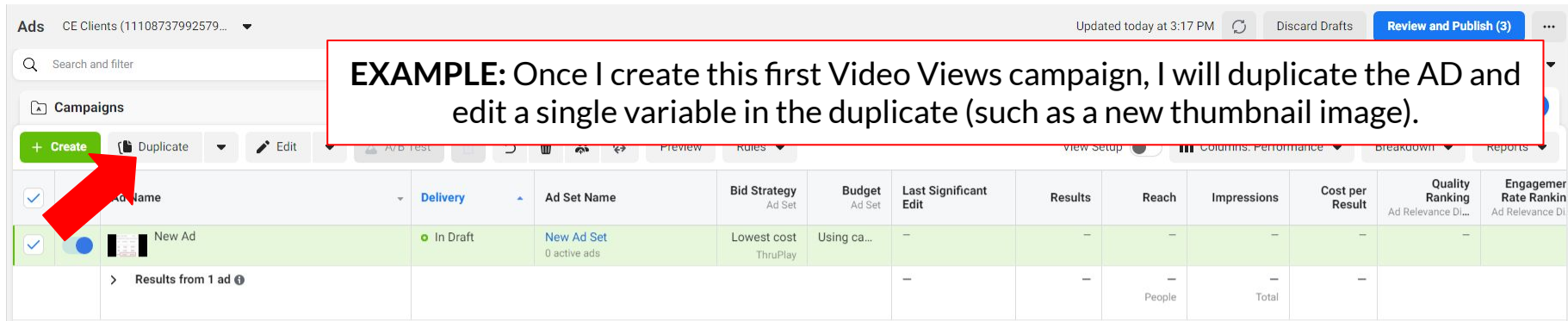
HOOK	PROBLEM	SOLUTION	WHY YOU?	WHY NOW?	CTA

Split Test Video Views Campaigns

Test one variable at a time in each split test to discover what variables are driving the results you want (conversions, relevancy, lowest cost per click, etc.)

- Videos
- Thumbnails
- Audience (Custom Audience, locations, detailed targeting)
- Placements
- Ad Copy

EXAMPLE: Once I create this first Video Views campaign, I will duplicate the AD and edit a single variable in the duplicate (such as a new thumbnail image).



The screenshot shows the Facebook Ads interface. At the top, there's a header with 'Ads', account ID 'CE Clients (11108737992579...', and a status 'Updated today at 3:17 PM'. Below the header, there's a search bar and a 'Campaigns' section. A red arrow points to the 'Duplicate' button in the 'Campaigns' section. A red box highlights the example text: 'EXAMPLE: Once I create this first Video Views campaign, I will duplicate the AD and edit a single variable in the duplicate (such as a new thumbnail image).' Below the text, there's a table showing campaign details.

Ad Name	Delivery	Ad Set Name	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Quality Ranking	Engagement Rate Ranking
New Ad	In Draft	New Ad Set 0 active ads	Lowest cost ThruPlay	Using ca...	—	—	—	—	—	—	—
Results from 1 ad						—	People	Total	—		

Webinars

Webinars

A common lead capture strategy I use is WEBINARS. A webinar is an engaging online video that provides value for nearly all of the video, then closes with an offering/product/service for sale. The most common strategy is to use ads to drive users to a landing page describing the benefits of the webinar and provide an email capture field for them to sign up for the webinar to learn more for free.

Learn more about landing pages/lead capture forms at: www.coursenvy.com/what-is-a-landing-page

The industry average for webinars is:

- \$1 per ad click
- \$5 per webinar signup lead (i.e. email captured)
- 2% of webinar signup leads will convert to a sale

Webinar Math

- This is the best converting funnel and most common math/metrics you want to target for landing page conversions for a webinar (or similar FREE value proposition offer).

Facebook Ad 2%+ CTR (click through rate)	Landing Page 20%+ Signup	User watches Webinar / completes eBook Download / gets to Thank You page confirming email sequence / etc. free value	After free value item consumed, offer is pitched. Cart / Checkout 2%+ Convert to Sales
--	------------------------------------	--	---

- What if you could skip the first two steps of this process for webinars and save that money?

Video Views Webinar Hack

- While my “**Video Views Webinar Hack**” doesn’t allow you to collect the actual email address (which is great for future marketing/upsells), this hack will cost you WAY LESS money!
- Instead of driving users to a landing page, capturing the email, then directing them to the webinar... we use **Video Views** ad campaigns to direct users to watch the webinar right on Facebook!
- Then we create a Custom Audience of “Video Plays at 75%” to capture this highly engaged audience which we will retarget in future ads SELLING our offer.

Video Views Webinar Hack

- Remember the industry average cost of \$5 per webinar lead (i.e. email captured).
- Why not start by marketing the webinar DIRECTLY to your ideal target market?! Just look at these numbers...
- \$0.005 per ThruPlay... yes a HALF penny per 15 second viewer (i.e. a ThruPlay)!

Facebook Ads Manager interface showing campaign performance data.

Search: Search business

Account: Coursenvy.com Ad Account (5577...)

Updated 8 minutes ago

Search Filters Add filters to narrow the data you are seeing.

Account Overview Campaigns Ad Sets Ads

+ Create Duplicate Edit A/B Test Rules View Setup Columns: Custom

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per result	Amount Spent	Ends	Frequency	Unique
☐	CONV-Entrepreneur	Active	\$10.00 Daily	1 modMBA webinar	1,315	1,359	Per modMBA sale	\$1.59	Ongoing	1.03	
☐	VideoViews-bizSCHOOL	Active	\$10.00 Daily	5,720 ThruPlays	34,178	46,258	\$0.005 Cost per ThruPlay	\$27.83	Ongoing	1.35	
☐	CONV-modMBAsale-RETARGETVideoVIEWS	Active	\$2.00 Daily	modMBA sale	727	7,462	Per modMBA sale	\$7.61	Ongoing	10.26	

Ads Manager

Search business

Coursenvy.com

Coursenvy.com Ad Account (5577...)

Updated 12 minutes ago

Discard Drafts

Review and Publish

Search

Filters

+

Add filters to narrow the data you are seeing.

This week: Mar 22, 2020 – Mar 2

Account Overview

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B Test

Rules

View SetupColumns: CustomBreakdownReports

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	
☐	☒ CONV-Entrep				1,315	1,359	\$1.59 Per modMBA web...	\$1.59	Ongoing	modMBA sale
☐	☒ VideoViews-t				34,178	46,258	\$0.005 Cost per ThruPlay	\$27.83		
☐	☒ CONV-modM				727	7,462	— Per modMBA sale	\$7.61	Ongoing	
☐	☒ CONV-learnC				3,273	3,541	\$3.51 Per modMBA web...	\$28.04	Ongoing	
☐	☒ CONV-parent				328	345	\$6.83 Per modMBA web...	\$6.83	Ongoing	
☐	☒ CONV-modM				597	2,123	— Per modMBA sale	\$13.89	Ongoing	
☐	☐ TRAF-altmLC				—	—	— Per Link Click	\$0.00	Ongoing	
☐	☐ MSG-parents				165	166	— Per Messaging C...	\$2.27	Ongoing	
☐	☐ VideoViews-r				494	503	\$0.02 Cost per ThruPlay	\$2.53	Ongoing	
☐	☐ VideoViews-c				10,856	12,809	\$0.01 Cost per ThruPlay	\$7.84	Ongoing	1.1819
☐	☐ TRAF-mom -				—	—	— Per Landing Pag...	\$0.00	Ongoing	—
☐	☐ VideoViews-r				9,804	12,508	\$0.01 Cost per ThruPlay	\$8.22	Ongoing	1.2815
☐	☐ CONV-bizowr				—	—	— Per modMBA web...	\$0.00	Ongoing	—
> Results from 58 campaigns ⓘ					74,541 People	103,438 Total	—	\$129.79 Total Spent	1.39 Per Person	271 Total

Performance (Default)

Setup

Delivery

Engagement

Video Engagement

App Engagement

Carousel Engagement

Performance and Clicks

Cross-Device

Offline Conversions

Targeting and Creative

Messaging Engagement

Bidding and Optimization

✓ Custom

Customize Columns...

Set as Default

Reset Column Widths

To view data specific to your Video Views campaign, select the “Video Engagement” option in the Columns dropdown menu on your Ads Manager page.

Coursenvy®

www.Coursenvy.com

Video Play Percentage

Ads Manager

Search business

Q

Coursenvy.com

Coursenvy.com Ad Account (5577...)

Updated just now

Discard Drafts

Review and Publish

Q Search

F Filters

+

Add filters to narrow the data you are seeing.

This week: Mar 22, 2020 – Mar 2

Account Overview

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

A/B Test

Rules

View Setup

Columns: Video Engagement

Breakdown

Reports

		Campaign Name	Delivery	Impressions	2-Second Continuous Video Plays	Cost per 2-Second Continuous	3-Second Video Plays	Cost per 3-Second Video Plays	10-Second Video Views	Cost per 10-Second Video View	ThruPlays	SCROLL RIGHT					Video Plays at 25%	Video Plays at 50%
		CONV-Entrep-	Active	1,359	—	—	—	—	—	—	—	—	1,315	\$1.59	—	—		
		VideoViews-bizSCHOOL	Active	46,258	7,293	\$0.004	15,405	\$0.002	7,987	\$0.003	5,738	\$0.005	34,178	\$27.83	1,650	1,306		

Notice the “Video Plays at %” stats.

Facebook Ads Manager interface showing the 'Campaigns' tab. The table displays various metrics for two campaigns: 'CONV-Entrep-' and 'VideoViews-bizSCHOOL'. A red box highlights the 'Video Plays at %' columns, which include 'Video Plays at 25%', 'Video Plays at 50%', 'Video Plays at 75%', 'Video Plays at 95%', and 'Video Plays at 100%'. The 'ThruPlays' column is also highlighted with a red box.

	Campaign Name	3-Second Video Plays	Cost per 3-Second Video Plays	10-Second Video Views	Cost per 10-Second Video View	ThruPlays	Cost per ThruPlay	Reach	Amount Spent	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 95%	Video Plays at 100%	Video Plays
☐	CONV-Entrep-	—	—	—	—	—	—	1,315	\$1.59	—	—	—	—	—	—
☐	VideoViews-bizSCHOOL	15,405	\$0.002	7,987	\$0.003	5,738	\$0.005	34,178	\$27.83	1,650	1,306	1,151	1,068	1,084	37,641

Review Ad Split Tests

- After split testing to find the best thumbnail, my final split test for this Video Views ad was the ad copy. As you can see I duplicated the AD 4 times to test 4 ad copy variations within this Video Views campaign. After 3 days, I came back to check and a clear winner emerged!

Facebook Ads Manager interface showing a split test for a Video Views ad.

Account: Coursenvy.com Ad Account (5577...)

Search: Search business

Updated just now

Filters: Add filters to narrow the data you are seeing.

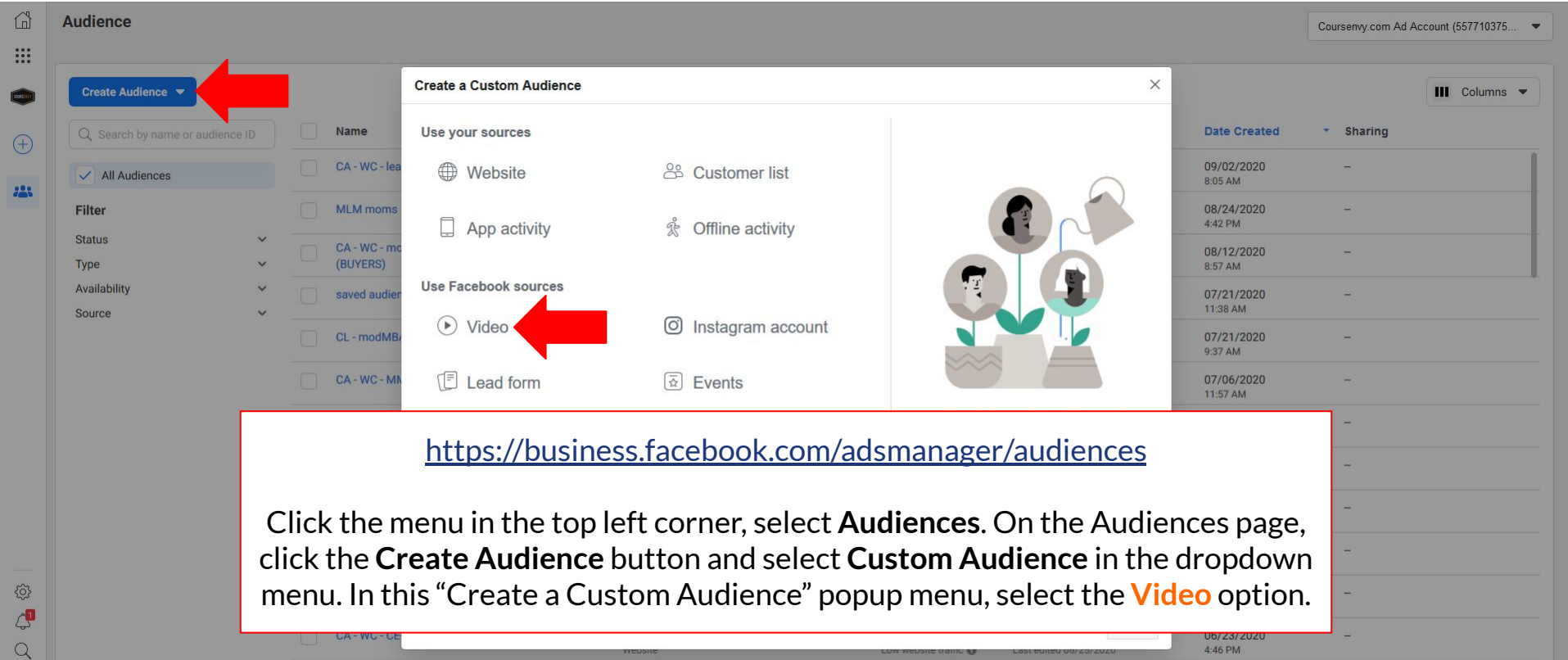
Account Overview | Campaigns (1 selected) | Ad Sets for 1 Campaign | Ads for 1 Campaign

Buttons: + Create, Duplicate, Edit, A/B Test, Preview, Rules

View: View 5 | Columns: Custom | Breakdown

	Ad Name	Cost per 10-Second View	ThruPlays	Cost per ThruPlay	Reach	Amount Spent	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 95%	Video Plays at 100%	Video Plays	Link Clicks	CPC (Cost per Link Click)
☐	 How to Create Ads that Follow People	\$0.01	1,030	\$0.01	8,958	\$15.17	29	27	26	22	22	8,746	9	\$1.69
☐		\$0.01	680	\$0.01	6,018	\$10.11	24	22	18	17	16	5,962	4	\$2.53
☐		\$0.01	439	\$0.01	3,035	\$5.30	20	18	18	17	15	2,772	2	\$2.65
☐		\$0.01	549	\$0.01	4,060	\$6.49	11	10	9	9	9	3,902	2	\$3.25
> Results from 4 ads		\$0.01 Per Action	2,700 Total	\$0.01 Per Action	19,471 People	\$37.18 Total Spent	84 Total	77 Total	71 Total	65 Total	62 Total	21,382 Total	17 Total	\$2.19 Per Action

Create Video Engagement Custom Audience



The screenshot displays the Facebook Ads Manager interface. On the left, the 'Audience' section is visible, featuring a 'Create Audience' button highlighted with a red arrow. The main area shows the 'Create a Custom Audience' popup menu. This menu is divided into two columns: 'Use your sources' and 'Use Facebook sources'. The 'Use Facebook sources' column contains the 'Video' option, which is highlighted with a red arrow. To the right of the popup, a table lists existing audiences with columns for 'Date Created' and 'Sharing'.

Date Created	Sharing
09/02/2020 8:05 AM	—
08/24/2020 4:42 PM	—
08/12/2020 8:57 AM	—
07/21/2020 11:38 AM	—
07/21/2020 9:37 AM	—
07/06/2020 11:57 AM	—

<https://business.facebook.com/adsmanager/audiences>

Click the menu in the top left corner, select **Audiences**. On the Audiences page, click the **Create Audience** button and select **Custom Audience** in the dropdown menu. In this “Create a Custom Audience” popup menu, select the **Video** option.

Audience

Coursenvy.com Ad Account (557710375...

Create Audience

Search by name or audience ID

All Audiences

Filter

Status

Type

Availability

Source

Name	Type	Size	Availability	Date Created	Sharing
☐ CA - WC - lea				09/02/2020 8:05 AM	—
☐ MLM moms				08/24/2020 4:42 PM	—
☐ CA - WC - m (BUYERS)				08/12/2020 8:57 AM	—
☐ saved audien				07/21/2020 11:38 AM	—
☐ CL - modMB				07/21/2020 9:37 AM	—
☐ CA - WC - M				07/06/2020 11:57 AM	—
☐ CA - WC - M				07/06/2020 10:25 AM	—
☐ CA - WC - M				07/06/2020 10:24 AM	—
☐ CA - WC - m				07/01/2020 2:07 PM	—

Create a Video Engagement Custom Audience

Engagement

People who have watched at 75% of your video



Edit

Choose a content type

Browse

In the past

90 days

Audience Name

Enter a name for your audience

Add a description (optional)

Cancel

Back

Create Audience

Select the video you used in the Video Views campaign. From my testing with clients, I see the best results from targeting users who have watched at least **75% of your video**. These are viewers who were hooked by your video, related to the problem you stated, and watched how your product/service is the solution!

Video Plays at 75%

Facebook Ads Manager interface showing the 'Campaigns' tab. The table displays various metrics for two campaigns: 'CONV-Entrep-' and 'VideoViews-bizSCHOOL'. Red arrows highlight the 'Impressions', '3-Second Video Plays', and 'ThruPlays' columns for the 'VideoViews-bizSCHOOL' campaign.

	Campaign Name	Delivery	Impressions	2-Second Continuous Video Plays	Cost per 2-Second Continuous	3-Second Video Plays	Cost per 3-Second Video Plays	10-Second Video Views	Cost per 10-Second Video View	ThruPlays	Cost per ThruPlay	Reach	Amount Spent	Video Plays at 25%	Video Plays at 50%
☐	CONV-Entrep-	Active	1,359	—	—	—	—	—	—	—	—	1,315	\$1.59	—	—
☐	VideoViews-bizSCHOOL	Active	46,258	7,293	—	15,405	\$0.002	7,987	—	5,738	\$0.005	34,178	\$27.83	1,650	1,306

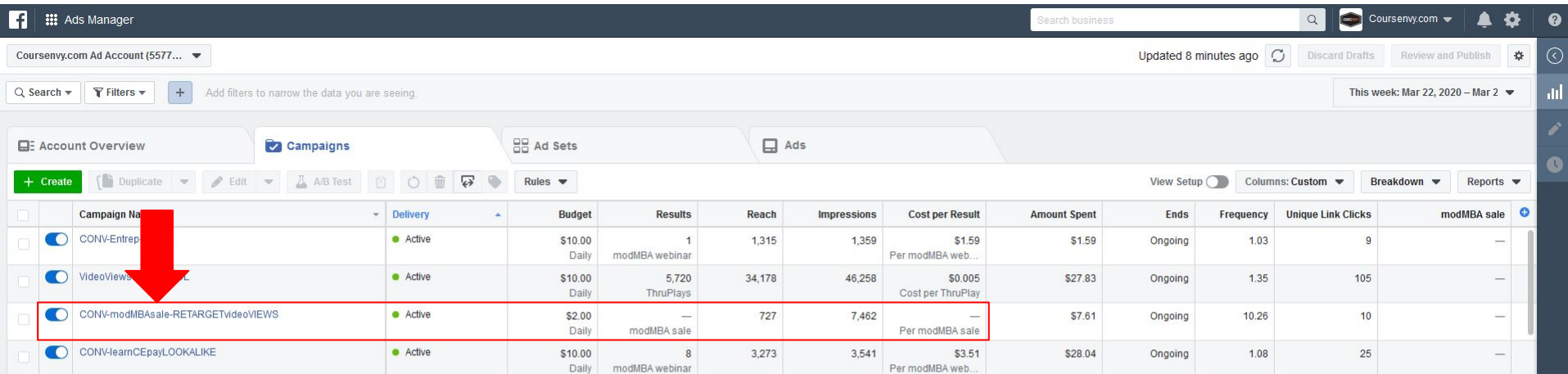
Facebook Ads Manager interface showing the 'Campaigns' tab. The table displays various metrics for two campaigns: 'CONV-Entrep-' and 'VideoViews-bizSCHOOL'. A red arrow points to the 'Video Plays at 75%' column for the 'VideoViews-bizSCHOOL' campaign.

	Campaign Name	3-Second Video Plays	Cost per 3-Second Video Plays	10-Second Video Views	Cost per 10-Second Video View	ThruPlays	Cost per ThruPlay	Reach	Amount Spent	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 95%	Video Plays at 100%	Video Plays
☐	CONV-Entrep-	—	—	—	—	—	—	1,315	\$1.59	—	—	—	—	—	—
☐	VideoViews-bizSCHOOL	15,405	\$0.002	7,987	\$0.003	5,738	\$0.005	34,178	\$27.83	1,650	1,306	1,151	1,068	1,084	37,641

Retargeting Video Views Custom Audience

WEBINAR HACK:

- So instead of collecting the webinar lead (i.e. email address), I just collect the “lead” as a video viewer PIXELED and STORED as a CUSTOM AUDIENCE on Facebook.
- So instead of emailing our lead, we RETARGET this WARM Video Views Custom Audience (“Video Plays at 75%”) via a Conversion Objective campaign to CLOSE the SALE.



The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Ads Manager', a search bar, and user information. Below this, a dropdown menu shows 'Coursenvy.com Ad Account (5577...)'. The main area has tabs for 'Account Overview', 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' tab is selected. A table lists several campaigns. A red arrow points to the campaign named 'CONV-modMBAale-RETARGETVideoVIEWS'.

	Campaign Name	Delivery	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Frequency	Unique Link Clicks	modMBA sale
☐	CONV-Entrep...	Active	\$10.00 Daily	1 modMBA webinar	1,315	1,359	\$1.59 Per modMBA web...	\$1.59	Ongoing	1.03	9	—
☐	VideoViews...	Active	\$10.00 Daily	5,720 ThruPlays	34,178	46,258	\$0.005 Cost per ThruPlay	\$27.83	Ongoing	1.35	105	—
☒	CONV-modMBAale-RETARGETVideoVIEWS	Active	\$2.00 Daily	— modMBA sale	727	7,462	— Per modMBA sale	\$7.61	Ongoing	10.26	10	—
☐	CONV-learnCEpayLOOKALIKE	Active	\$10.00 Daily	8 modMBA webinar	3,273	3,541	\$3.51 Per modMBA web...	\$28.04	Ongoing	1.08	25	—

Facebook Ads Manager interface showing the 'Ad Sets' tab. A red arrow points to the 'Ad Sets' tab. The table displays campaign data for 'CONV-modMBAS...RETARGETINGVideoVIEWS'.

	Campaign Name	Delivery	Impressions	2-Second Continuous Video Plays	Cost per 2-Second Continuous	3-Second Video Plays	Cost per 3-Second Video Plays	10-Second Video Views	Cost per 10-Second Video View	ThruPlays	Cost per ThruPlay	Reach	Amount Spent	Video Plays at 25%	Video Plays at 50%
☐	CONV-Entrep-C	Active	1,359	—	—	—	—	—	—	—	—	1,315	\$1.59	—	—
☐	VideoViews-biz	Active	46,258	7,293	\$0.004	15,405	\$0.002	7,987	\$0.003	5,738	\$0.005	34,178	\$27.83	1,650	1,306
☒	CONV-modMBAS...RETARGETINGVideoVIEWS	Active	7,462	—	—	—	—	—	—	—	—	727	\$7.61	—	—

Facebook Ads Manager interface showing the 'Ad Sets' tab. A red arrow points to the 'Ad Sets' tab. The table displays campaign data for 'richC - 18+'. A red arrow points to the 'Results from this ad set' link.

	Ad Set Name	3-Second Video Plays	Cost per 3-Second Video Plays	10-Second Video Views	Cost per 10-Second Video View	ThruPlays	Cost per ThruPlay	Reach	Amount Spent	Video Plays at 25%	Video Plays at 50%	Video Plays at 75%	Video Plays at 95%	Video Plays at 100%	Video Plays
☒	richC - 18+	—	—	—	—	—	—	729	\$7.65	—	—	—	—	—	—
Results from this ad set															
	Total	—	—	—	—	—	—	729 People	\$7.65 Total Spent	— Total	— Total	— Total	— Total	— Total	— Total

Let me show you inside the Conversion objective campaign I created retargeting the Custom Audience of Video Views users who watched 75% of our webinar video.

When creating your retargeting Conversion objective campaign, at the AD SET level, under Audience, select the Video Views % watched Custom Audience you created beforehand.

For this ad example, I am seeking the Custom Conversion of “modMBA purchased”, so I also need to EXCLUDE the Custom Audience of customers that have already made a purchase.

Budget & Schedule

Start Date: Tuesday, March 17, 2020 at 12:38 PM (Pacific Time)

End Date: ☒ Don't schedule end date, run as ongoing
☐ End run on:

Ad Set Spend Limits: This ad set is part of a campaign that is using campaign budget optimization. If you have spending requirements for this ad set, add them here. Add spend limits to this ad set

Audience

Define who you want to see your ads. [Learn More](#)

Create New Audience Use Saved Audience ▼

Custom Audiences INCLUDE people who are in at least ONE of the following

- Engagement - Video
- modMBA webinar views 75%
- Add a previously created Custom or Lookalike Audience

EXCLUDE people who are in at least ONE of the following

- Website
- modMBA purchased - 90 days
- Add a previously created Custom or Lookalike Audience

Create New ▼

Close

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable ⓘ

Estimated Daily Results

Based on 7-day click and 1-day view conversion window

Reach ⓘ
24 - 70

Conversions ⓘ
< 10

The accuracy of estimates is based on factors like past campaign data, the budget you entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?

Discard Draft Publish

Videos Views Warming Funnel

If you are selling a higher priced product/service, you will need to provide more **VALUE** to your customer before targeting them with a Conversion objective campaign (i.e. sale). To do this, you can simply create a **FUNNEL** of Video Views objective campaigns, creating a Custom Audience at each level of the funnel. For example, here is a Coursenvy “Video Views warming funnel”:

- Our “**Top of Funnel**” Video Views ad is a Facebook marketing tutorial video, targeted at a broad audience of small business owners in California. We create a Custom Audience of people who view 75% of this Video Views ad called “TOF video views 75%”.
- Our “**Middle of Funnel**” Video Views ad is a more advanced Facebook marketing video (providing more value), targeted at our “TOF video views 75%” Custom Audience. We create a Custom Audience of people who view 75% of this Video Views ad called “MOF video views 75%”.
- Our “**Bottom of Funnel**” Conversion ad has the goal of booking a free strategy call with these business owners (we sell our marketing services on this call). This ad is targeting our “MOF video views 75%” Custom Audience (a **VERY** warm audience more likely to convert!)

Videos Views Warming Funnel

These videos do not have to follow the "Coursenvy Commercial Format", rather they can be anything that offers VALUE, such as a tutorial format.

These “warming funnel” videos are truly just for **adding value** to your potential customers, **building trust**, and **nurturing** the online relationship with this future customer!

